

The NATIONAL UNDERWRITER

Life Insurance Edition



(An average of . . .)

**80 Cases
IN
Van Buren, Me.—
Population 3,300**

Yes, the five men who comprise our
Van Buren agency wrote more than
400 life cases last year.

They did it with our COMPLETE
sales kit—a kit which is bringing
sound service to the public and
profits plus to our men.



FRIDAY, FEBRUARY 25, 1949



IT IS UNETHICAL FOR US NOT TO SOLICIT BUSINESS

It has always been considered unethical for members of the medical and legal professions to solicit business. Some people believe that the rule applies to all professions. But it is unethical for an insurance man *not* to solicit business. If he does not convince people of their need for Life insurance before they become ineligible because of impaired physical condition, he cannot render a professional service. Selling is an important part of the insurance man's profession.

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**THE TRAVELERS INSURANCE COMPANIES
HARTFORD, CONNECTICUT**
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*If you would like a print of this text to hang on the wall of your office, address Publicity Department,
The Travelers Insurance Companies, Hartford, Connecticut.*

Recessionary Trends Strain Bulge of Debit Ordinary

Fight to Hold Existing Coverage Already on in Labor Districts

Recessionary trends in the national economy are making themselves felt on the debit. Some industrial agents are busier trying to induce policyholders to hold on to what insurance they have than in writing new coverage. The strain so far is mainly on debit ordinary. During the last three years an immense amount of this monthly ordinary, collected by the industrial agent, has been written. The slight drop in ordinary sales which occurred last year is thought by some to be almost entirely a reflection of the decline of the ability of policyholders of the debit class to purchase and to maintain ordinary insurance.

Strictly industrial production in 1948 dropped off only an insignificant amount. There are those who feel that ordinary production on the debit will suffer a great deal during 1949 while industrial production may actually be swelled by the switching of business formerly written on an ordinary basis, to industrial in lower amounts. This is a device which debit agents are already utilizing rather than lose a hard pressed policyholder.

It is natural that industrial and combination company agents be the first to feel the results of the economic turn. The debit man deals with the wage earning classes which are now being laid off or having their work week and pay checks shortened.

Agents circulating in industrialized communities are the ones now waging the hardest fight against lapsation and cancellation. Particularly hard hit are debits in automobile and farm equipment manufacturing towns. Recession is being reflected in areas where large numbers of railroad workers live, among workers in radio and garment manufacturing districts. As supply continues to catch up with demand, as workers are thrown out of work or as wages approach more normal levels, the fight to hold the business will increase and the task of putting on additional business will grow more difficult.

Real Test of Permanency

Continued recessionary months would bring a real test of the permanency in the great bulge of ordinary which has been written on debits. Most industrial people are prepared to see a certain amount of it melt away. This ordinary was not put on as the result of over-selling, because the workers in question had been drawing incomes which justified substantial amounts of ordinary. Still this ordinary may be one of the first things to be jettisoned by workers faced with decreased earnings.

If recession is gradual, debit agents are in a good position to preserve much of this ordinary business. Debit ordinary is usually persistent. Many times it is better than the experience with ordinary on a yearly basis. Policyholders on the debit are under the constant influence and guidance of the agent, whereas the ordinary agent sees his

Statement Parade Shows '48 Was Bountiful Year

BOSTON MUTUAL

Boston Mutual sales during 1948 totaled \$24,874,862 compared with \$30,100,243 in 1947. Insurance in force now totals \$171,987,730. Assets rose \$2,617,811 to \$32,863,764. Payments to policyholders and beneficiaries totaled \$2,646,271.

CONNECTICUT GENERAL

Connecticut General's life insurance in force increased 18.6% during the year to \$2,832,105,167. Sales were \$350,030,300, up 14.7%. There were also additions of \$470,549,480 to group cases previously in force.

A. & H. premiums, including group accident and sickness, increased 6% to \$16,218,939. Annuity income in force also increased.

Total cash premium income increased 13.2% to \$110,408,600. Benefit payments were \$46,115,304.

During 1948 Connecticut General added \$5,362,714 to surplus and contingency funds, bringing policyholders surplus to \$50,584,831, or approximately 8% of obligations, about approximately the same ratio as a year ago. Assets total \$685,880,821 as against \$616,093,838. Mortality continued favorable. The net interest rate was 3.12% as against 3%.

EQUITABLE SOCIETY

Life insurance in force of Equitable Society at Dec. 31 totaled \$13,170,000,000, of which \$7,013,000,000 was ordinary. Assets total \$4,883,000,000, up \$384,600,000. Surplus, including group and contingency reserves increased by \$39,762,000. Benefit payments were \$307,600,000. The company had a net increase in holdings of corporate securities, mortgages and real estate of more than \$850 million. Yield on corporate obligations purchased in 1948 averaged 3.18% as against 2.81% for 1947. The gross rate of return on assets for 1948 was 3.19%. The net rate after allowance for investment expenses was 2.95% as against 2.79% for 1947. There was a net investment return on its Clinton Hill, Brooklyn, housing project of 4.48%.

PACIFIC NATIONAL

Pacific National Life's assets at Dec. 31 stood at \$8,968,494, up \$1,216,894. Insurance in force is \$62,931,907, up 11%. Benefit payments were \$350,099. The ratio of actual to expected mortality was 29%.

PROVIDENT OF N. D.

Insurance in force of Provident Life of North Dakota at Dec. 31 was \$94,591,037, up \$11,950,504. Assets increased to \$15,430,243. Surplus was increased to \$805,949. Capital is \$250,000 and there is also a contingency reserve of \$100,000, giving policyholders surplus of \$1,155,949. Major asset items include \$12,052,094 in bonds and \$1,688,936 in mortgages.

RELIANCE LIFE

Assets of Reliance Life at Dec. 31 were \$258,880,849 as against \$239,781,726. Policyholders surplus stands at \$8,400,000, beside which there is a reserve for contingencies of \$4,643,580 and a special interest reserve of \$1,725,000. Total income was \$42,766,943, of which \$30,280,734 represented premiums. Benefit payments totaled \$13,061,351, up a little more than \$1 million. Investments include \$60,513,830 in U. S. government bonds and \$147,271,638 of other bonds.

OASI Extension and Cash Sickness Bills Are Linked

New Phase of Truman Program Is Unveiled— Medical Care Plan Missing

WASHINGTON—A week before House ways and means committee hearings begin on social security legislation, the administration's program was offered in two bills introduced by committee Chairman Doughton, at Presidential request, providing for old-age and survivors insurance extension of coverage, increased benefits and other liberalizing features, increased taxation; also temporary and permanent disability coverage, besides additional federal aid to states for public assistance. There was no mention of a medical and hospital care program.

OASI coverage would be extended to an estimated 20 million workers, under one bill, including self-employed persons, farm and domestic help, federal employees not under federal retirement plans, state and local government employees, active members of the armed services, and others.

OASI benefits would increase from a maximum of \$85 to \$150 monthly, and minima would range upwards from \$10 to \$50, average benefits about doubling.

The OASI tax rate would increase from 1% to 1 1/2%, July 1, 1949, and 2%, Jan. 1, 1950, on the first \$4,800 of employees' wages, instead of the first \$3,000, as at present. For workers making over \$3,000, for example, \$4,800, tax would increase from \$30 to \$96 annually.

The Gearhart act would be repealed by the proposed legislation. Women's OASI retirement age would be reduced from 65 to 60 years. Retired beneficiaries could earn \$50 monthly, instead of \$15, as at present, without forfeiting benefits.

Burial Benefit Proposed

Lump sum burial benefit is proposed equivalent to three months insurance benefit for insured deceaseds.

Doughton released a letter from the President asking introduction of the bills as basis for the hearings. Doughton indicated the bills do not necessarily reflect his own ideas.

He explained the proposed disability plan as follows:

1. Employees covered by old age insurance (except federal and military employees) are to be covered for short-time sickness benefits, and all employees and the self-employed to be covered for extended disability insurance.

2. Benefits for short periods of disability are to be based upon the previous wages and number of dependents of the disabled person with a weekly minimum of \$8. The maximum is \$30 per week for a single person and \$45 for a person with three or more dependents.

Benefits for extended periods of disability are to be computed the same as those for old age and survivors' insurance—that is, in relation to the amount of the insured person's wages, length of time in the insurance system, and the number of dependents.

It is definitely provided that the un-

(CONTINUED ON PAGE 23)

Ordinary Off 15% in Jan.; Total Is Down Only 2%

Life insurance sales for January decreased 2% from January, 1948, but were 2% greater than for January, 1947, according to L.I.A.M.A. January sales were \$1,821,000,000.

Sales of ordinary in January were \$1,129,000,000, down 15%, and 8% under the January, 1947, figure. Industrial amounted to \$357,000,000, up 8%, and 1% under January, 1947. Group was \$335,000,000, up 78%, and 67% over January, 1947. This represents new groups and does not include additions under existing plans.

DISCOUNT 15% DROP

Agency officials discount the significance of L.I.A.M.A. figures showing ordinary production for January down 15%. The comparison gives a spurious indication of decrease, for much of the business written in December, 1947, the month prior to the CSO changeover for many companies, was not put on the books until January or February of 1948. These two months are consequently regarded as inflated benchmarks. No real basis for equitable comparison will be available until production for April or May has been recorded.

One group-writing company said that the unemployment problem was not reflected by production figures as additions to existing groups keep coming in. There was a tendency for terminations to catch up to the increases but they are still well behind. Others point out that the unemployment increase is partly seasonal and not too significant.

Probably the worst thing that could result from the present economic disturbances, officials agree, would be for agents to believe that things are beginning to spiral downward. Actually, the company men say, there is no reason for it. Agents should continue optimistic lest they harm themselves by alarming clients and prospects with talk of recession.

Some producers are succeeding in selling prospects who have suddenly discovered a financial windfall in the maturing of 10-year government bonds purchased in 1939. In the next few years far more of those bonds, now valued at \$55 billion, will be maturing. These producers are hoping to interest holders of those bonds in putting the money into better family insurance programs.

NSLI "Hidden Premium" Makes It Look Cheap

The "hidden premium," which is the tax that the citizens must pay to support the vast National Service life insurance program, has never been adequately explained to the public but if estimates were available, excluding war deaths, it is highly probable that private companies would come out well by comparison, according to an article by Donald F. Barnes, director of the extension and development division of the Institute of Life Insurance, in the current issue of the "Journal" of the American Society of C.L.U.

Commenting on the Hook commission's proposal for a system of gratuitous insurance replacing NSLI and terminating on discharge, Mr. Barnes says that the government's obligation to indemnify the dependents of service men would thus be best discharged and would not carry a system of insurance protection into the civilian lives of its veterans.

North American Life & Casualty has become a member of the Life Insurance Assn. of America. A memorial has been drawn up by the directors for Robert W. Huntington, late chairman of Connecticut General.

Most Companies Have Agents' Pension Plans but Few Are Adequate: McKinney

NEW YORK—The National Assn. of Life Underwriters' study of 140 companies' pension plans for their agents indicates that there is a decided trend to provide these pensions but the adequacy of many leaves much to be desired, according to an article by Gordon D. McKinney, N.A.L.U. actuary in the February "Life Association News."

The analysis showed that the most popular contribution basis was 3% by the company and a like amount by the agent, which produces only a very nominal pension of 26.8% of the average yearly income after 30 years of service.

"We question how many home office employees or other business men would consider a pension of this amount as adequately providing for their old age," Mr. McKinney states. "In fairness it should be mentioned that some companies are unable to increase their pension benefits to agents without adjusting some part of their other remuneration, due to the New York expense limitation."

McKinney Suggests Tests

Mr. McKinney suggests as the best test in determining adequacy these questions: "Is our company's plan for agents as favorable as our plan for home office employees and would our company be willing to recommend a plan similar to that offered to our agents as a suggested plan for a similar business to

whom we were selling a pension trust or group annuities contract?"

The study showed that 78 companies representing 92.8% of insurance in force in the 140 companies studied provide their agents with a pension plan.

For an agent entering the business at age 35 the percentage of average earnings at age 65 under the retirement plan was 60% for five companies, ranging down to 22.3 for six companies. For 14 companies it was 26.8% and for 10 companies 35.7%.

Replies Are Analyzed

Of the 78 companies with pension plans, 59 call for agents' contributions. Of these 59 companies, 40 or 67.8% base the agents' contributions on the agent's total income. Other bases for these contributions are business in force, four companies; new business written and business in force, four companies; renewal commissions, four companies; and, other miscellaneous plans, five companies.

Of the 40 companies basing agents' contributions on agents' total income, 16 base these contributions on 3% of this income; 15 companies on 4%; seven companies on 5%; one company on 2½%; and one company on 2%. The other companies use varying percentages, or amounts per thousand, applied to renewal commissions, to a combination of first year and renewal commissions, to business in force, or to new business written and business in force.

Of the 59 companies requiring agents' contributions, in 47 plans the company matches the agents' contributions; four companies contribute more than the agent; and, three companies contribute less than the agent. In the 19 companies

(CONTINUED ON PAGE 22)



G. D. McKinney

Cleeton Is Put Forward for N.A.L.U. Secretary

LOS ANGELES—Nomination of Charles E. Cleeton, Los Angeles manager for Occidental Life, for secretary of National Assn. of Life Underwriters in 1949 was urged on the nominating committee by resolutions submitted by all 17 local associations in California, and California state association.

N.A.L.U. reached its highest numerical membership in history in September, 1948, under Mr. Cleeton's leadership as national chairman of membership, the Cleeton backers emphasize.

Beginning in the late 30's, Mr. Cleeton served in all offices of the Los Angeles association. During his presidency in 1941-42 the Los Angeles association more than doubled its membership. He has also been active in the C. L. U. movement and Los Angeles Life Managers Assn. He is a life member of Million Dollar Round Table.

Mr. Cleeton was elected trustee of N.A.L.U. in 1946 for a one-year term, and reelected in 1947 for a full two-year term.

New Licensing Bills Are Reported Out in Iowa

DES MOINES—The senate insurance committee has reported out for passage licensing bills for life and local agents.

A bill sponsored by Iowa Assn. of Life Underwriters would require new life insurance agents to take a qualifying examination. The other bill does not provide for qualifying examinations for fire and casualty agents but gives the insurance commissioner more authority in granting licenses and requiring "satisfactory information" on new agents. That bill also includes a \$5 annual fee for the agents.

The senate passed and sent to the house bills which would extend the group insurance laws to include associations of teachers, students and administrators, and another to include the state bar association.

The senate insurance committee reported out an unauthorized insurers process act and a bill to permit the commissioner to receive deposits from foreign companies under the state depository law.

Map Statistical Program

The program has now been outlined for the annual meeting of Insurance Accounting & Statistical Assn. at the Edgewater Beach hotel, May 19-21. J. S. Pieringer, Jr., the president, will open the meeting the morning of May 19 and James S. Kemper, head of the Kemper insurance organization, will give the welcome address. Edward F. O'Toole of Edward O'Toole & Associates, New York, will speak on "Cost Accounting." Chase M. Smith, general counsel of the Kemper companies, will speak at the luncheon meeting.

The life section will hold separate sessions on subjects relating to ordinary, industrial and fraternal. At a joint session committee reports will be given on uniform accounting and mortgage loans.

The Jaffe & Bergen agency of Mutual Trust Life in Brooklyn, has been divided up into two agencies, and Bernard Bergen will open a separate office for the company in the Bank of Manhattan building in Brooklyn, with open house on March 11. The B. G. Jaffe agency continues at 16 Court street.



C. E. Cleeton



EASY DOES IT

The old saying that you can catch more flies with honey than you can with vinegar is especially meaningful when it is applied to life insurance selling.

For example, when you congratulate your prospect on the insurance that he now has, and upon his good judgment in selecting the companies he has selected, you strengthen your prospect's confidence in life insurance, you strengthen yourself, and you strengthen your relations with him.

By boosting all life insurance, all good companies, and all good underwriters, you most effectively boost your company and yourself—and you sell more business.

Insurance in Force — December 31, 1948 — \$395,053,146

COMMONWEALTH
LIFE INSURANCE COMPANY
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Hearing on N. Y. Valuation Bill

Financing Measure May Be Preliminary to Private Placement Valuation

NEW YORK—A bill to provide for New York's share in the financing of the committee on valuation of securities has been brought out by the joint legislative committee on insurance rates and regulation, and a hearing on it will be held at 1 p. m. Feb 28 at Albany.

At present the committee on valuation of securities is supported by voluntary contributions from the states plus income from sales of valuation reports. The New York contribution has come from the assessment against domestic life companies to pay for New York department operations.

The new bill, which would be section 32-b of the insurance law, would provide a New York contribution based on the proportion which the admitted assets of the New York life insurers bear to the total assets of life companies in all the states, on a prorata basis. These funds would be kept separate, and paid to the committee on valuation.

There would be a limit of \$250,000 per year for the purposes of the committee, which investigates, analyzes and values securities and determines the amortizability of bonds owned by insurers.

The bill gives the superintendent authority to contract with the committee to make available to the New York department these analyses, reports and information, after taking into consideration similar payments which may be made by other states to the committee. The superintendent would make up a budget estimate each year.

Hearing of Subcommittee

The appearance of the bill this week is particularly interesting because there was a hearing of the subcommittee on valuation of securities at the New York department last week, attended by Dineen of New York, Harrington of Massachusetts and other department officials, as well as by some of the representatives of the life companies' investment departments.

Among other things, the committee discussed the problem of valuing privately placed securities and it is assumed that one of the reasons for putting financial provisions for the committee on valuation on a more business-like basis would be to provide for personnel to investigate and analyze these securities. The budget of the committee has been very small, compared with the ceiling that has been set on New York's contribution in the new bill. The New York department may be envisioning a greatly expanded staff of security analysts to do the privately placed security work.

At present two tests are used on public securities, the rating test, which provides that for amortization purposes the security must be of one of the first four classes—otherwise it becomes too predominantly a speculative bond and is not permitted amortization but must be carried at the market value; and the other the yield test, which the committee has steadily tightened until in 1948 it was around 4.19%. This is about but less than, one point more "liberal" than the rate test. The tendency may be to still further increase the standard on the yield basis, although it is a question whether this will get to the point where it exactly equals the rating test, fourth grade. There may be a standard established for private placements between the BAA and the yield test.

It is estimated that there were around 2,400 privately placed securities outstanding as of Dec. 31, with about 800 of them placed in 1948.

Stone of Nebraska Pursues Interstate Compact Idea

Insurance Director Stone of Nebraska continues to pursue aggressively his idea of applying the so-called interstate compact technique to insurance. This would consist of cooperation in regulation on the part of a number of states. Mr. Stone is particularly interested in getting such a compact in Iowa, Kansas, Minnesota, Nebraska, North and South Dakota. In a recent communication to the commissioners of these other states, Mr. Stone recalled that last September four or five states took part in a discussion at Lincoln, Neb., of the compact technique.

That group decided to request Council of State Governments at Chicago to study methods to assist the states in insurance regulation, including development and use of an interstate compact to provide joint technical services and personnel for administering highly technical regulation functions. Also the group urged a continuation of close relationship between the commissions on interstate cooperation, Council of State Governments and insurance commissioners.

Federal Moves Are Cited

Last fall, Mr. Stone pointed out, the question of what the federal government would do in regard to the regulation of insurance was fairly speculative. Since then, however, positive action has developed and new indications of the federal government's attitude toward insurance have come to light. He cited the moves that the federal trade commission has made in the mail order sickness and accident field and the concurrent resolution of McCarran and Celler for an investigation of life insurance.

The Nebraska department, he said, has cooperated with Council of State

Governments in preparing an article in regard to the possibilities of applying the interstate compact technique to insurance, and also in preparing a revised draft of a model compact for the use of the six states. He said he is firmly convinced that this vehicle of regulation is the possible answer to most of the problems and fears of proponents of state regulation.

However, starting the ball rolling is the big task. State governments naturally seek to retain exclusively powers that have historically been theirs. If this natural tendency is allowed to dominate the ideas of the 48 states, that might provide the main reason for finding the present system of regulation inadequate and being displaced by federal control. The motive of the states has to be adequately to regulate insurance rather than to cling tightly to historical state-wide controls.

Proposes Another Meeting

Mr. Stone proposes that another meeting be called and the aid and counsel of state governments be solicited with the aim of obtaining the approval of at least three states of the compact by proper legislative acts at this session of the legislature. He feels that the ball must be started rolling this year.

In his treatise on the interstate compact as related to insurance regulation, Mr. Stone mentioned as problems of regulation for which interstate solutions might be sought various phases of rating including interstate risks, mail order insurance, examinations, enforcement of fair trade practice acts, admission of foreign insurers, policy forms, valuation of securities, licensing and control of agents and tax equalization. An inter-

(CONTINUED ON PAGE 22)

N. Y. Life's Chiefs Defend Sale of U. S. Government Bonds

Stress Anti-Inflationary Effect of Loans to Aid Industrial Production

New York Life's annual letter to its policyholders, signed by Chairman G. L. Harrison and President D. C. Josephs, makes some pertinent observations on the New York Life's policy in making its investments in 1948 which are particularly timely in view of the public attention that has been given to the possible effects of the investment operations of life companies. The fact that Mr. Harrison is chairman of the joint monetary affairs committee of Life Insurance Assn. of America and American Life Convention and is former head of the Federal Reserve Bank of New York makes the statements additionally significant.

The letter points out that because of the needs of war financing and the fact that during the war much of the capital requirements of industry were supplied by the government, thereby lessening needs for financing from private capital, the company had about 62% of its total assets in government securities when the war ended. In the tremendous post-war demand for new capital New York Life, like other life companies, was confronted with a greater demand for funds than it would normally have available for new investments. The company felt that it was essential to overcome the capital shortage if the national economy was to provide adequate goods to meet peace time demands and thus alleviate inflationary pressures.

Helped Reduce Inflation

Hence, New York Life elected to dispose of some of its governments. To the extent that they were sold to the federal reserve bank at its pegged rates such sales no doubt contributed to the monetary expansion, the letter concedes, but points out that on the other hand capital loans to business which increased the facilities for production of goods in short supply tended to check rising prices due to scarcity.

"The net effect of these two influences is difficult to determine," the letter continues. "It is clear, however, that to have failed to finance business in the necessary expansion of its productive capacity might have had more serious consequences to the national economy than to sell government securities to the federal reserve bank even with its resultant expansion of the credit base."

Doubts It Had Much Effect

"It is hard to believe that sales of government securities by the life insurance companies were a vital part in the sum total of the many factors responsible for high prices during the year."

"We have considered these various forces and have made loans in an atmosphere of caution and restraint in order not to contribute unnecessarily to inflationary pressures, and at the same time not to be unduly restrictive. The final decision as to the over-all wisdom of any particular loan by any individual company can best be made by that company against the background of a well-defined and balanced national policy established by the fiscal and monetary authorities in the light of social, economic and political problems affecting the country as a whole—indeed, problems affecting the stability and peace of the world."

Not Interested?

Glenn B. Wood, of Tucson, Ariz., a member of the Penn Mutual's Mel Fickas Agency, says:

"A pre-approach letter is mailed to the prospect, and in three days he is called upon. The letter is devoted to offering my services as an underwriter, explaining that in a few days I will call upon him."

"When I ring the door bell I have in my hand a programming form, and when the prospect says that he is not interested in purchasing additional life insurance I reply by saying that I am not interested in whether he buys any more life insurance or not; I am there to find out if his family is going to receive the maximum benefit from the life insurance that he now owns, using the estate-o-graph to illustrate the many advantages that may be his at no cost to him."

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THE PENN MUTUAL LIFE INSURANCE CO.

JOHN A. STEVENSON
President

INDEPENDENCE SQUARE, PHILADELPHIA

Linton Warns on Socialized Medicine

Entry of the federal government into the field of medicine is a matter of vital concern to life insurance, M. A. Linton, president of Provident Mutual, warned in his annual message to policyholders.

Mr. Linton said that proposals that the government undertake to provide medical and hospital care for more than half the population would have far-

reaching unsatisfactory consequences on the quality of medical and hospital care. Encouragement should be given to the further development of voluntary plans by which individuals can pay in advance for medical and hospital services, he said.

"As a life insurance company concerned with mortality rates we feel it our duty to express our judgment in a matter of this kind," he said. "The continuance of satisfactory progress in reducing mortality rates in this country depends in large measure upon a proper

solution to the problem of furnishing adequate medical and hospital care to our people. But such a solution is not to be found by placing the matter in the lap of the federal government."

R. E. Kiplinger, vice-president in charge of agencies, has been promoted to vice-president of Guarantee Mutual Life.

Colonial Life had declared an extra dividend of \$1 in addition to the regular \$1 dividend to stockholders.

"Post" Article Features Harrison of New York Life

This week's "Saturday Evening Post" leads off with an extensive article on Chairman George L. Harrison of New York Life entitled "Money Men Are Different Now." It is written by Matthew Josephson.

The article says, "Unlike the old fashioned money lords of yesterday Harrison enjoys politics and is on first name terms with scores of senators, congressmen and bureaucrats in Washington, where he turns up regularly as a soft-spoken and conciliatory spokesman for the life insurance trade." The latter reference is to Mr. Harrison's chairmanship of the joint monetary affairs committee of the Life Insurance Assn. of America and the American Life Convention.

Mr. Josephson recalls that one reason Mr. Harrison gave for leaving the Federal Reserve Bank of New York, of which he was head, to go with New York Life in 1941 was that he regarded life insurance as a business that would do more to preserve the free enterprise system than any other he knew of.

Mentioning the venerability of the New York Life board of directors as he found it, the article tells of Mr. Harrison's invitation to Owen D. Young to join the board. When Mr. Young explained that he was too old, being 67 and retired, Mr. Harrison clinched the sale by explaining that if he joined the board it would lower the average age by one year.

The article also explains why the directors no longer meet in the oppressively dignified directors' room designed by Stanford White for the former home office building on lower Broadway and moved up to the new location and reassembled at the new building. Mr. Harrison had his private office converted to a director's room and he moved into what used to be the secretary's office next door.

"I couldn't do business in that room," the article quotes Mr. Harrison as saying. "I wanted my directors close to me, elbows on the table."

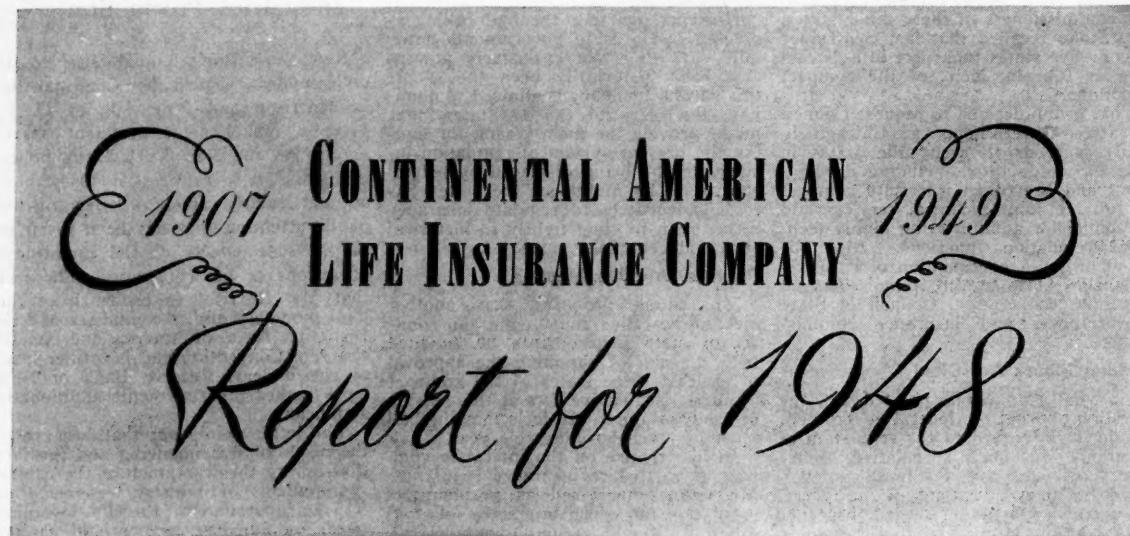
Mr. Josephson contrasts the young ages of some of the Harrison appointees with the septuagenarians who were retired. As examples he mentions Dudley Dowell, who was only 37 when he was moved up to be vice-president and director of agencies and the new president, Devereux C. Joseph, who is 55.

Government Employees to Enter Life Mail Order Field

WASHINGTON—Government Employees Ins. Co., in its annual report states that it plans to enter the life field. Application for charter has been filed with authorities here under which Government Employees Life would be set up as an affiliate to sell by mail to government employees exclusively.

French Lick Speakers

The panel of speakers for the Midwest Management Conference sponsored by Indianapolis General Agents & Managers Assn. at French Lick, Ind., April 28-30, have been announced by Paul Speicher, chairman. Speakers include C. Vivian Anderson, Provident Mutual, Cincinnati; O. Sam Cummings, Kansas City Life, Dallas; C. W. Campbell, Prudential, Newark; Bob Waddell, Connecticut Mutual, Pittsburgh; V. V. Van Leuven, New York Life, Milwaukee; and J. M. Royer, Penn Mutual, Chicago.



FORTY-ONE YEARS have passed since October 1, 1907, when Continental American Life Insurance Company issued its first policy. During the intervening years, the Company and its Field Representatives have served well and faithfully the essential life insurance needs of its policyowners. Continental American salutes its Field Representatives, Agency Heads, and their Assistants who have, through their able and conscientious efforts, brought forth another year of continued progress. We look forward with confidence to further expansion in the future.

41st ANNUAL STATEMENT

December 31, 1948

ASSETS

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|-----------------------------------|-----------------|------|
| Bonds: U. S. Government | \$20,305,708.90 | 34% |
| Canadian Government..... | 49,262.77 | * |
| State, County and Municipal.. | 712,942.88 | 1 |
| Utility | 6,906,842.95 | 12 |
| Railroad | 287,099.93 | * |
| Industrial..... | 122,977.04 | * |
| Total Bonds..... | \$28,384,834.47 | 48% |
| First Mortgage Loans..... | 23,787,517.76 | 40 |
| Home Office Property | 713,014.46 | 1 |
| Preferred and Guaranteed Stocks | 1,103,774.67 | 2 |
| Common Stocks..... | 44,400.00 | * |
| Policy Liens within the Reserve.. | 3,882,635.61 | 7 |
| Cash in Banks and in Office | 1,407,820.24 | 2 |
| Total | \$59,323,997.21 | 100% |

*Less than 1/2 of 1%

LIABILITIES

| | |
|--|-----------------|
| Policy Reserves | \$53,867,928.55 |
| Reserved for Policy Dividends, Taxes, etc. | 1,126,248.29 |
| Contingency Reserves—Investments..... | 195,607.85 |
| Future Interest Requirements..... | 250,000.00 |
| TOTAL LIABILITIES, EXCEPT CAPITAL | \$55,439,784.69 |
| Capital Stock | \$ 637,530.00 |
| Surplus | 3,246,682.52 |
| TOTAL SURPLUS AND CAPITAL STOCK | 3,884,212.52 |
| Total | \$59,323,997.21 |



**CONTINENTAL AMERICAN
LIFE INSURANCE COMPANY**

WILMINGTON, DELAWARE

A. A. Rydgren, President

M. S. Bell, Vice-President



G. L. Harrison



Balance Sheet as of December 31, 1948, Condensed from the Report Filed with the Indiana Insurance Department

RESOURCES

| | |
|--|-------------------------|
| CASH IN BANK AND OFFICE..... | \$ 9,597,257.03 |
| Balances are carried in 58 banks. | |
| *BONDS AND STOCKS | 180,639,729.54 |
| The Company holds \$72,889,970 in U. S. Government bonds and \$2,167,146 in Canadian Government guaranteed bonds; \$16,892,492 of state, provincial, county and municipal bonds; \$7,701,061 in railroad bonds; \$31,117,308 in public utility bonds; \$14,843,564 in industrial and other bonds; \$9,042,696 in industrial and public utility preferred stocks and \$5,984,898 in other stocks. | |
| MORTGAGE LOANS | 145,455,714.47 |
| \$66,230,693 of these are F. H. A. loans guaranteed by the U. S. Government and \$33,526,641 are G. I. loans guaranteed in part by the Veterans Administration. | |
| LOANS TO POLICYHOLDERS | 15,026,555.26 |
| BALANCE DUE ON PROPERTIES SOLD UNDER CONTRACT | 1,731,843.42 |
| REAL ESTATE HELD AS INVESTMENT..... | 9,127,186.80 |
| HOME OFFICE PROPERTY..... | 1,467,360.96 |
| INTEREST DUE AND ACCRUED..... | 1,771,909.05 |
| Accrued but not yet due \$1,652,597.83; due \$119,811.22. | |
| NET PREMIUMS IN COURSE OF COLLECTION | 10,339,928.81 |
| Premiums required to complete contract year. | |
| ALL OTHER RESOURCES | 1,198,803.99 |
| TOTAL RESOURCES | \$376,356,289.33 |

*Detailed list of bonds and stocks will be mailed on request.

PROGRESS HIGHLIGHTS

Insurance in force showed a gain during 1948 of more than \$402,847,005 to a total of \$3,199,862,744.

* * *

New business during 1948 amounted to \$647,837,436, the greatest amount of paid business in the Company's history.

NOTE: This balance sheet is applicable in all states except Texas and Massachusetts. In these two states, by reason of certain statutory requirements, it is subject to slight variation.

44th

ANNUAL STATEMENT of The Lincoln National Life Insurance Company

FORT WAYNE 1, INDIANA

LIABILITIES

| | |
|---|-------------------------|
| POLICY RESERVES | \$293,905,161.53 |
| This is the amount which with interest and future premiums will pay all policy claims as they mature. | |
| ADDITIONAL POLICYHOLDERS' FUNDS..... | 6,434,137.20 |
| Amounts set aside for or already apportioned to policies in addition to policy reserves. | |
| PREPAID PREMIUMS AND INTEREST..... | 8,065,811.21 |
| CLAIM RESERVE | 3,708,421.04 |
| For claims not yet completed or reported. | |
| RESERVES FOR TAXES PAYABLE IN 1949.... | 2,152,862.57 |
| MISCELLANEOUS CONTINGENCY RESERVES | 27,282,565.85 |
| General investment contingency reserve \$2,000,000.00; contingency reserve for stocks and bonds \$1,135,584.85; reserve for future revaluation of policies \$19,000,000.00; mortality fluctuation reserve \$5,000,000.00; contingency reserve for group insurance \$146,981.50. | |
| ALL OTHER LIABILITIES | 2,144,622.70 |
| TOTAL LIABILITIES (except capital).... | \$343,693,582.10 |
| CAPITAL | \$ 5,000,000.00 |
| UNASSIGNED SURPLUS | 27,662,707.23 |
| SURPLUS TO PROTECT POLICYHOLDERS.... | 32,662,707.23 |
| TOTAL | \$376,356,289.33 |

*Effect of this reserve is to adjust value of bonds not subject to amortization and stocks to the lower of the purchase price or market value.

Further Delay on Life Investigation

WASHINGTON—Further delay on the life insurance investigation resolution was indicated when Rep. Celler left for New York on a week's absence, after telephone conversation with Senator McCarran, co-author of the resolution. McCarran has said he is awaiting House action on the matter.

Meanwhile Celler is reported investigating on his own, reading up on the matter. He has been conferring with House leaders. After that, first step to secure House consideration will be to request the House rules committee to recommend the resolution for passage.

Telephone Jag Barred

Commissioner Larson of Florida has directed representatives of A. & H. and hospitalization insurers to cease systematic telephoning of everyone in the directories, inquiring whether they have such insurance. He states that the practice is becoming more and more prevalent, that it is obnoxious and is discreditable to insurance. The March 1 licenses of companies about which there have been complaints are being withheld until they give assurance that they have recovered from their telephone jag.

List U. of Wis. Speakers

MADISON, WIS.—Talks on agency work in the property, casualty, life, accident and health fields will be given at a dinner meeting of University of Wisconsin Insurance Society Feb. 24. Speakers will be Howard W. Bailey, Pacific Fire, Milwaukee; P. N. Snodgrass, General Casualty, Madison; J. L. Johnson, Wisconsin Life, and C. B. Stumpf, Illinois Mutual Casualty, Madison.

Mass. Mutual to Add Large Extensions to Home Office



Massachusetts Mutual has let contracts for construction of four-story extensions of the east and west wings of the home office building. They will extend southward about 160 feet. The warehouse and service buildings will be expanded by substantial additions in the approximate percentage of the increase

in the main structure. The contract will also involve a complete renovation of the lighting system in the existing buildings. The additions will not impair the pure Georgian design.

Ground will be broken for the additions early this spring. Construction will take close to two years. The present

buildings, built in 1924, were based on projected space needs covering about 25 years. The home office departments, warehouse and service space, as well as power installations, are closely approaching maximum capacity. In the past 25 years, insurance in force has grown from \$1,028,401,673, to \$2,785,880,000.

Life Agent Loses License for Selling Auto Cover

LOUISVILLE — A life insurance agent's license held by Albert B. Evans of Elizabethtown, Ky., was revoked by Insurance Director Thurman, who charged Evans violated the Kentucky insurance laws. Evans who is assistant chief clerk U. S. bullion depository (gold vaults at Ft. Knox), denied the charges, but waived a hearing before the director.

Evans was charged with soliciting automobile insurance from Ft. Knox soldiers and attempting to place the business with a casualty company he was not licensed to represent. Evans' license merely authorized him to sell life insurance. Revocation of the license

was an outgrowth of an investigation started about a month ago following complaints of G.I.'s, to the insurance department, also the Better Business Bureau, of Louisville, in which they alleged they paid premiums for insurance coverage on their automobiles, but failed to receive policies as evidence of insurance protection.

Mr. Thurman stated that an investigation, that may involve other agents, is in progress.

Woodward Gives Views

WASHINGTON—Donald S. Woodward, 2nd vice-president of Mutual Life, participated in a round table discussion conducted by the joint committee on economic report of which Senator O'Mahoney of Wyoming is chairman.

Referring to the New York legislature's insurance hearing, O'Mahoney suggested there is "considerable agitation" about private placement of insurance company loans. He said he was impressed by the statement of Metropolitan Life that of the \$37 billion of insurance it carries, some \$14 billion is supported by premium payments of small weekly and monthly collections. This indicates, O'Mahoney said, the flow of savings from "the very lowest income groups, directed through life companies," to large industrial aggregations.

Mr. Woodward answered that life insurance savings are "passed on to large and small business alike." He added that Mutual Life has a large number of urban mortgage loans, average size \$9,000, two-thirds of which are below \$10,000. "We make all kinds of loans," he said.

Tenn. Agents' Group Plan

NASHVILLE—A group insurance plan for members of Tenn. Association of Insurance Agents and their employees, underwritten by Provident Life & Accident, will become effective March 1. Agency principals may have up to \$5,000 life insurance, employees up to \$2,000. The policy also calls for surgery up to \$150, miscellaneous medical expenses up to \$60, and hospitalization for 31 days at \$6 per day.

Dingman at Joint Meeting

Dr. Harry W. Dingman, vice-president and medical director of Continental Assurance, will address Detroit Life Underwriters Assn. and Detroit A. & H. Assn. at a joint breakfast March 17 on "Playing the Game Together."

Mac F. Begole, Massachusetts Mutual, president of the Underwriters Agency, will preside. Dr. Douglas Donald, president Wayne County Medical Assn., will introduce Dr. Dingman. The medical examiners of the various life companies have been invited.

Detroit Insurance 'Phone Directory Now Available

Copies of the 1949 Detroit Insurance Telephone Directory are being distributed to local subscribers by the National Underwriter Company this week. The 88 page book lists fire, casualty and life insurance offices in that city and other offices closely associated with insurance such as adjusters, garages, glass replacement firms, contractors, etc.

The Detroit book is one of similar books published by the National Underwriter Company for the following cities: Chicago, Dallas-Houston, Boston, Baltimore-Washington, Philadelphia, St. Paul-Minneapolis and Pittsburgh. Copies may be obtained from either the Detroit office, 219 Transportation building, or the Cincinnati office, 420 East Fourth street, at \$1 for the first copy and 50 cents each for extra copies.

Moler LNL Man of Year

Daniel I. Moler of Lincoln National's Marsh agency at Washington, D. C. has been named the agent of the year for 1948 for the company, J. J. Klingenberger, assistant vice-president, announced at a testimonial dinner in his honor. Mr. Klingenberger presented a scroll and an engraved gold medal and stated that Mr. Moler's name is now engraved on the wall of the home office. Mr. Marsh was the company's agent of the year in 1941 and Allan Rutledge, Jr., in 1946. The designation is based not only on total volume personally produced but also on general excellence. Persistency of business and average size of policies are also important factors. Last year Mr. Moler personally produced more than \$1,850,000. His average size policy is over \$30,000 and the persistency of his business is 98%.

GM Faces Welfare Demand

Walter Reuther, head of the CIO-UAW, has announced that his union intends to push this year for a medical care and pension program from General Motors despite the fact that the contract with that corporation still has a year to run. Plans call for the injection of the \$100 pension demand into the cost-of-living formula contract. The union will first focus health and welfare and pension demands upon Ford and Chrysler and then apply the pattern to General Motors.

Assistants Join Managers

The 36 managers and assistant managers comprising the field management advisory committee for the district agencies department, met with Prudential executives at the home office. The three-day meeting marked the first time assistant managers joined the group, which is divided evenly between them.

Clifford L. McMillen
347 Madison Avenue
New York 17, New York

No. 7 of a series—No. 6 appeared last week.

FINANCIAL STATEMENT



December 31, 1948

ASSETS

| | |
|--|-------------------------|
| Bonds Owned | \$122,011,535.34 |
| Real Estate Loans | 119,468,018.23 |
| Stocks Owned | 8,889,418.40 |
| Cash in Banks and Offices | 7,834,236.29 |
| Real Estate Owned | 3,250,696.66 |
| Net Unpaid and Deferred Premiums | 6,300,526.10 |
| Policy Loans | 8,184,236.37 |
| Collateral Loans | 131,860.00 |
| Interest Due and Accrued | 1,182,308.55 |
| TOTAL ASSETS | \$277,252,835.94 |

LIABILITIES

| | |
|---|-------------------------|
| Legal Reserve, Life and Annuity Contracts | \$239,997,405.00 |
| Reserve, Disability Policies | 2,242,779.00 |
| Reserve for Epidemics and Mortality Fluctuations | 2,500,000.00 |
| Investment Fluctuation Fund | 5,000,000.00 |
| Gross Premiums and Interest Paid in Advance | 1,878,529.00 |
| Taxes Accrued but Not Due | 1,547,204.00 |
| Agents' Bond Deposits | 723,239.78 |
| Reserve for Policy Claims in Process of Adjustment or Payment | 1,184,137.00 |
| Commissions Accrued to Agents, and All Other Items | 882,038.79 |
| Liabilities Other Than Capital and Surplus | \$255,955,332.57 |
| Capital and Surplus | 21,297,503.37 |
| TOTAL LIABILITIES | \$277,252,835.94 |

Gain in Life Insurance in Force During 1948 ... \$245,132,820.00

Total Life Insurance in Force Dec. 31, 1948 .. \$2,045,684,151.00

The **NATIONAL LIFE AND ACCIDENT Insurance Company, Inc.**

HOME OFFICE — NASHVILLE, TENNESSEE
 NATIONAL BLDG.
 THE NATIONAL LIFE AND ACCIDENT INSURANCE COMPANY INCORPORATED 1898

Experts Give Their Answers to Training Problems at U. of Illinois Institute

By ROBERT W. OSLER

The importance of selection to training, the desire of good recruits for strenuous training, and the moral responsibility of the general agent or manager to do everything in his power to see that the man he has inducted succeeds were keynotes repeatedly stressed by speakers on the program of the first annual institute of life insurance management sponsored by the University of Illinois at its Galesburg campus with the cooperation of zone 3 of the general agents and managers committee of National Assn. of Life Underwriters and the Illinois association.

Participants in the program, in addition to University of Illinois personnel, were D. E. Mason, supervisor of training Equitable Society; Robert Ryker, vice-president Oklahoma Benefit Life; Alden Palmer, executive vice-president of R. & R.; Frank M. Townsend, Connecticut General, Chicago; Robert L. Boyd, Equitable of Iowa, Kokomo; Robert W. Osler, editor of life publications Rough Notes Co.; Daniel P. Cahill,

director of the Purdue course; John B. Nothelfer, State Mutual Life, Chicago, and E. L. G. Zalinski, managing director of the Life Underwriter Training Council.

The program was opened by Ray Wertz, Reliance Life, Detroit, and chairman of zone 3, who declared that no other business in America has so neglected the scientific study of its management phases as has life insurance.

Dr. E. P. Strong, director of the business management service of the school, said that training is a process of setting up facilitating devices for learning and is a much more important and challenging function than education. He said on-the-job training continues as long as a man is with the company and is the big challenge in the field of training.

Dr. H. G. Wales, associate professor of marketing at the university, and Dr. L. V. Peterson, director of Audio-Visual Aids Service, talked on audio-visual equipment and statistical results from their use. Mr. Peterson declared that business and industry are failing to use all that the armed services learned about

training techniques during the war. Dr. Robert I. Mehr, professor of insurance at the university, said that the university is producing a film-strip to be used in presenting life insurance in Illinois high schools.

Training is simply a matter of selling the trainee knowledge and skills, M. V. Zalinski said. "Our training plans and techniques should be patterned on the same framework as are our sales presentations," he said. The conference method, he said, teaches the agent to think and analyze, develops teamwork, serves as a source of new ideas, avoids generalities, and impresses material more vividly and permanently on the mind of the agent.

Mr. Mason stressed the need for memorized sales talks and the responsibility of the manager to see that the new agent knows what he is doing, "because it is widows and children who suffer when he doesn't."

"You've got to drill, drill, drill in training," he emphasized, "and there isn't any short-cut. Training is a matter of blood and sweat and tears; but once you bring a man in, it's your moral responsibility to him and the public to see that he learns to do the job."

Travelers Par Value Question Raised at Meet

Francis W. Cole, chairman of Travelers, in appearing before the annual stockholders meeting, was asked if the directors are considering a reduction of the par value of the stock from the present figure of \$100. There is a bill before the legislature to permit corporations to reduce par values under a general law. Mr. Cole replied that there is no record on the minute books of the director's meeting making any reference to a change in the par value.

Name Advisory Group

The life insurance men that have been appointed to the advisory council of Insurance Federation of Illinois include Ralph H. Kastner, American Life Convention; Robert R. Reno, Jr., Equitable Society, Chicago Assn. of Life Underwriters; H. G. Rockwood, United H.A. Underwriters Conference; Russell Matthias, attorney, Illinois Fraternal Congress; V. G. Wahlberg, Illinois State Chamber of Commerce; Adlai H. Rust, State Farm Life, Life Insurance Companies of Illinois.

The advisory council is the working committee that keeps in close touch with developments during the legislative season.

LABORATORY PLAN

The acquisition of skill is in direct proportion to the amount of trainee participation, Mr. Ryker said. He demonstrated the laboratory method as a means of getting the highest degree of such participation with limited training personnel.

"The only satisfactory training is over-training," he declared, "because in emergencies, we fall back on what we know best." "A training program should make no allowance for possible failures," he continued, "but should build, not on a progression of time, but on a progression of completed steps."

Mr. Townsend laid heavy stress on selection as "the true beginning of training"; and he emphasized that training is the responsibility of the manager. "You recruited this man," he declared. "You got him to leave another job. It's your job to train him yourself, not turn him over to someone else. Nothing is more damnable in this business than recruiting 'quotas.' You have no right to take in more men than you, personally, can train and train right. This is the only solution to the problem of agent turnover, which is the disgrace of the business."

Recruits Can Do More

By and large, management has not caught up with the increased caliber of today's recruits and is too often unaware of their capacity and desire for learning, Mr. Palmer said. "Too much training material is over-simplified, pitched to the level of intelligence at which we recruited a generation ago," he stated, citing instances in which companies had offered difficult training courses optionally, only to be astounded at the number of agents eager to enroll in them.

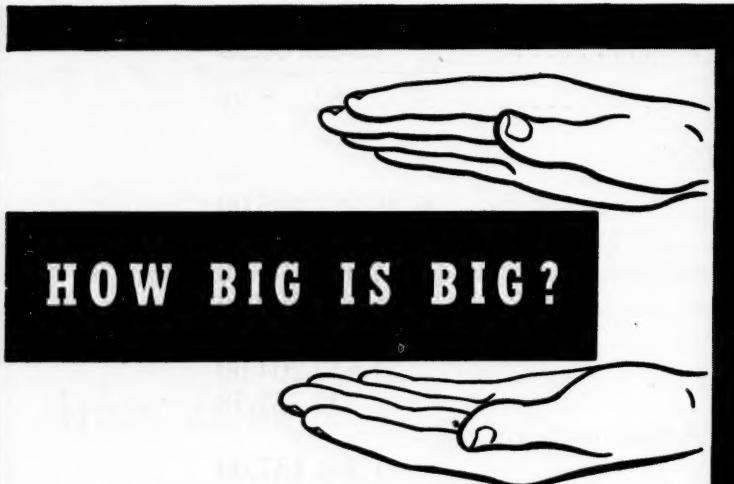
He said that an organized study course, conducted either in classes, by correspondence, or a combination of both, is necessary to keep the manager from teaching his "pet" methods, whether they are adaptable or not, and to make possible a strenuous program of training in which a man can progress at a pace set by his own ability rather than merely the training facilities available.

Mr. Boyd demonstrated the use of sound-motion pictures in training.

Uses of Recordings

Wire, tape, and disc recording offer highly effective aid in training life insurance agents while, at the same time, being eminently practical from the standpoint of methods of use and, especially cost, Mr. Osler said. Recordings, he said, may be used to break monotony, to emphasize important points, to let agents hear themselves

(CONTINUED ON PAGE 22)



Sure, size has advantages, but just where do those advantages begin? We think OUR size is just right. American United's assets total over 80 million dollars. Big enough to be a factor in the investment market—big enough to take advantage of safe, substantial and profitable investments. Yet, small enough for careful personal supervision, WITHOUT the problem of having to invest huge sums at a time when interest rates are low. We're big enough to take advantage of operating economies, and small enough to know our agents personally. We can see our forest and each tree in it.



AMERICAN UNITED LIFE INSURANCE COMPANY

HOME OFFICE, FALL CREEK PARKWAY AT MERIDIAN ST.

INDIANAPOLIS, INDIANA



YOUR SERVICE HAS PAID FOR ITSELF MANY TIMES.

"My client, whose letter is enclosed, has just added one hundred thousand to his insurance estate for estate tax purposes . . . and his brother-in-law called to ask for extra copies of your booklet, 'Investment Policy for 1949-50.' Needless to say, he got them . . . I enjoy passing things like the enclosed letter along to the creators whose work is responsible for such results—thought you might like to have it.

"Your service has paid for itself many times during the past year." (signed) Walter G. Locke, Mutual Benefit Life, Cleveland, Ohio.

"Dear Mr. Locke: I was pleased to receive your booklet on 'Investment Policy for 1949-50.' It is a very interesting analysis of present conditions and merits a great deal of study and consideration. As a matter of fact, I thought highly enough of the subject to pass it on to several executives in our organization. Thanks again."

Thank you, Walter Locke—and the many other underwriters who have written to tell us of their successful use of the sales helps sent them regularly as R & R Members.

OUR FIRST PURPOSE AT R & R IS TO MAKE THE USE OF OUR SERVICE PROFITABLE. UNDERWRITERS AND HOME OFFICES WHO DO NOT RECEIVE OUR MATERIAL REGULARLY EACH MONTH ARE INVITED TO WRITE FOR PROOF OF HOW THE SERVICE PAYS FOR ITSELF.



PAUL SPEICHER
Managing Editor

**THE INSURANCE
RESEARCH & REVIEW SERVICE
INDIANAPOLIS**

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Advance Schriver for Executive V.-P. of N.A.L.U.

PEORIA, ILL.—Lester O. Schriver, general agent here for Aetna Life, former president of National Assn. of Life Underwriters, and one of the most prominent organization leaders over a long period of time in the country, is being enthusiastically put forward by Peoria Assn. of Life Underwriters as a candidate for the position of executive vice-president of National Assn. of Life Underwriters to succeed James E. Rutherford. The Peoria group took official action on behalf of Mr. Schriver at a meeting of the directors Tuesday at which a special committee that had been appointed to investigate the possibilities, reported.

The resolution refers to the fact that Mr. Schriver served as president of N.A.L.U. in 1934-35 and that since that time he has continued his active interest in association work locally, statewide and nationally. Also he has continued to be a leader in various other fields of endeavor and at the height of his career, he is available for this national position.

The Peoria group feels that Mr. Schriver has unusual qualifications, including a long and continued knowledge of association activities, the physical energy to cover the country and appear before local groups, and the ability to appear before hearings at Washington as an interpreter of the life insurance business and the agency force.

Chairman of the committee is George C. Treadway of New York Life. The other members are James M. Clark, John Hancock; Kenney Williamson, Massachusetts Mutual; Chester Wardwell, Connecticut Mutual, and J. R. Love, New England Mutual.

R. J. Costigan Speaks

A spirited talk on "The 1949 Outlook" was given at the February meeting of Kansas City Assn. of A. & H. Underwriters by R. J. Costigan, Business Men's Assurance, past president of the National association.

Dudley Driscoll, American Hospital Life, was in the chair as president. He introduced the president of Kansas City Agents Assn. and a member of the A. & H. group, Otto Westerfeld. Harry Farmer, B.M.A., was honored. He is marking his 30th year with the company.

Attendance honors went to Rolf Noll, Continental Casualty, and Frank Stephens, Jr., Mutual Benefit H.A.A.

L. A. Selectors Organize

Underwriters in the home offices of Los Angeles Life companies have formed a Home Office Underwriters Club. President is Lloyd Dreibelbis, Forest Lawn Life; secretary, C. S. Gillespie, Occidental Life. Other companies represented include Beneficial Standard, Constitution, Guarantee Union, Pacific Mutual and Unity Mutual Life & Accident. Meetings will be held bi-monthly.

50 Enroll at Purdue

Fifty students have enrolled in the February basic class at Purdue. This is the third basic class within three months.

The agents represent 28 companies and come from 18 states and Canada. They have all had a minimum of 5 months' experience, the average being 13 months. Thirty-four have some college education, 14 have college degrees,

their average age is 28, and 70% of them are married.

No new basic classes will be held until June, 1949.

Broker Committee Meets

The recently formed brokerage advisory committee of Connecticut General held its first meeting at the home office. The committee consists of William C. Smerling, New York manager, chairman; C. W. Sabin, New York manager, George H. Greason, New York brokerage manager, Frank J. Campbell, Phila-

delphia brokerage manager, John C. Windsor, Milwaukee manager, and Dr. A. J. Robinson, vice-president in charge of underwriting.

Kerns Agency Rally

The John S. Kerns agency of Northwestern Mutual at Salt Lake City held its annual sales rally and dinner. There were talks by Howard W. Ogden, C. C. Guilford, Fallas M. Kelly, Million Dollar Round Table member, and Wendell F. Ogden of Ogden, Utah. Mr.

Guilford was presented a 30-year pin and a scrap-book of letters from policyholders, friends and associates. W. F. Ogden was presented a 20-year pin and scrapbook. He was also volume leader for the year. The agency had a 39% increase for 1948.

Ark. Trade Practices Bill

A fair trade practices bill on the all-industry model is being aggressively supported by Commissioner Graves and it has the backing of all segments of the industry in Arkansas.



Lester O. Schriver
Underwriters to succeed James E. Rutherford. The Peoria group took official action on behalf of Mr. Schriver at a meeting of the directors Tuesday at which a special committee that had been appointed to investigate the possibilities, reported.

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says Mrs. Fred Wiedemann,
Dallas, Texas

"I had a 'grass-looks-greener' attitude when I went from Dallas to attend college in Virginia. But not too long after I met a handsome midshipman at Annapolis, I was back home married to a Californian who decided to hitch his wagon to the Texas Star."

"I guess Fred must have had some romantic visions too because he began at age 11 to nourish a dream of someday attending the U. S. Naval Academy and living the life of a Naval Officer. In 1942 he was awarded the coveted appointment to Annapolis. Three years later he was commissioned and immediately assigned to duty on the U. S. S. Little Rock which was just new in the Navy too."

"But two years of active service convinced Fred that a life on the sea was not for him. So after resigning his commission he came as a stranger to Dallas to enter a profession where he could do what the Navy would never allow—be his own boss and set up his own objectives."

"I've heard it said that the first two years of an underwriter's career are the hardest, but there certainly have been no hardships for us! From the beginning Fred had tremendous enthusiasm for the life insurance business and had such amazing results with the Plan that although starting from scratch as a stranger in Dallas and Texas we were able to be married in three months time as we had planned. Each day our security grows more certain and so does my belief that Fred was just cut out to help people with their insurance needs and show them the unique benefits available in Minnesota Mutual contracts."

"Our little family is growing too. At home now there is our happy, three-month-old son, Frederic Franklin, Jr., who keeps both of us on our toes. We have picked out a story-book-like site for a new home which is in the planning stages. I can't say how thankful I am that Fred and I are able to plan together for the future and know that our plans are guaranteed of fulfillment through The Minnesota Mutual."

Fred Wiedemann became a Minnesota Mutualite, August 22, 1947. Without previous selling experience he paid for \$255,503 in new life insurance in the remainder of that year. During 1948 his paid business amounted to \$733,472. The Organized Sales Plans are the sales accelerators upon which Fred has built his foundation as a successful life underwriter. These Organized Selling Plans are used exclusively by many Minnesota Mutualites.



THE MINNESOTA MUTUAL LIFE INSURANCE COMPANY
Saint Paul 1, Minnesota

I want to know how Fred Wiedemann does it. I may be interested.
No obligation to me, of course.

Name _____

Address _____

City _____ Zone _____ State _____

The Minnesota Mutual Life Insurance Company

SAINT PAUL 1, MINNESOTA

Organized 1880

Companies Again Free from Federal Income Tax Levy

WASHINGTON—The internal revenue bureau has proclaimed the figure to be used in computing the "reserve and other liability" credit of life companies for federal income tax purposes for the tax year 1948 as 1.0243.

Since the figure exceeds unity, as it did last year, it means that virtually no company will have to pay any income tax on its 1948 life insurance operations. However, companies doing a relatively large A. & H. business will probably have to pay a small tax. If the figure were exactly unity it would mean that a company doing both classes of business would pay no tax on its life operations and the regular tax on its A. & H. business. However, the margin above unity is even larger than it was last year and this serves to cut down the tax on A. & H. operations.

The figure promulgated a year ago for 1947 operations was 1.0066. The previous year it was .9595. The so-called "Secretary's ratio" is proclaimed under

a formula that was written into the law in 1942.

Treasury Secretary Snyder said that "in the absence of corrective legislation, these companies will continue to be exempt indefinitely from federal income taxation. This matter requires urgent attention, and at the first opportunity the Treasury department will present to the Congress suggestions for taxing life insurance companies. At their own request, representatives of the industry have already conferred with the Treasury on this matter. Our investigations have made it clear that the tax provisions applicable to the life insurance industry can be revised to insure that this industry makes its fair contribution to government revenues, with due regard to the companies' obligations to policyholders."

Hold Utah Congress Mar. 21

Speakers at the February meeting of Utah A. & H. Club at Salt Lake City were Keith Wallace, Mutual Benefit H. & A., and Everett Van Gold, Occidental Life, both outstanding salesmen.

D. Clark Stephens, Security Life & Accident, general chairman for the club's annual sales congress, announced that it will be held at the Newhouse hotel March 21.

Loomis Retires as Chairman of Connecticut Mutual

HARTFORD—Retirement of James Lee Loomis, board chairman of Connecticut Mutual, was announced at Wednesday's meeting of policyholders.



JAMES LEE LOOMIS

Mr. Loomis, who was president for 19 years is ending 40 years on the company's official staff.

He had planned to retire a year ago, but was persuaded to remain another year. A banquet with Mr. Loomis as guest of honor was held Thursday evening. Company officers and directors attended.

Mr. Loomis will continue to serve on the board of Connecticut Mutual, as well as on those of many other organizations in which he is interested.

He resigned as a director of Life Insurance Assn. of America and has been replaced by George L. Harrison, chairman of New York Life.

Mass. Mutual Opens 2nd St. Louis Office

Massachusetts Mutual will have two agencies at St. Louis after March 1.

Ralph D. Lowenstein will continue as general agent and will open new offices in the Syndicate Trust building. He will devote full attention to metropolitan development and will not operate in outlying territory.

Leonard R. Woods, long a leading personal producer for the St. Louis agency, has been appointed general agent to succeed Mr. Lowenstein as head of the long-established agency at 506 Olive Street. This office will cover both greater St. Louis and surrounding territory.

Mr. Woods joined the St. Louis agency in 1932. He qualified for the Million Dollar Round Table in 1947. He is a graduate of Yale University.

Mr. Lowenstein joined the St. Louis agency in 1923 and was a leader among Massachusetts Mutual agents before being appointed co-general agent with the late Anthony E. Veith at St. Louis in 1937. He was sole general agent in 1942. He is a past president of the St. Louis Life Underwriters Assn.

Selectors Plan Annual

The executive committee of Institute of Home Office Underwriters will meet at New Orleans on Feb. 26 to plan the annual meeting in November. Phoenix Mutual has been admitted to membership and will be represented by George W. Cheney, 2nd vice-president and secretary.

N. Y. Bill Would Bar Claims for Suicide While Insane

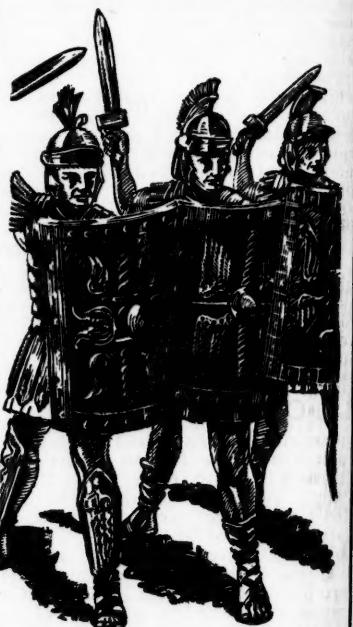
New bills introduced in the New York state legislature at Albany include one which will amend the insurance law to restrict or exclude benefit payments on insured who commit suicide while insane. The present law restricts payments on suicide cases but in a court of appeals decision last July, Franklin v. John Hancock, it was held that the law applied only to suicide while sane.

Another bill, briefly referred to at the recent Mahoney committee hearings, will give the superintendent, subject to judicial review, the authority to disapprove or withdraw approval of life policies which are unfair, unjust or inequitable. He presently has that authority over A. & H. policies.

A third proposal requires stock companies to get the approval of the superintendent before issuing dividends to stockholders.

Earl M. Schwemm, Chicago manager of Great West Life, told the *Life Insurance Leaders Round Table of Wisconsin* at a Milwaukee luncheon that it is better for agents to use sales ideas which have proven successful in the past than to discard them and continually search for new ideas.

Early SECURITY



Modern SECURITY

Accident did not invent the original shield for the protection of humans.

Necessity has also forged today's formula of personal insurance protection into an iron-clad means of fending off attack by income loss due to disability, old age or death.

Early Security — Modern Security — Security Mutual, and a complete shield of personal protection.

Security Mutual Life Insurance Company

INCORPORATED 1886

Binghamton, New York

Frederick D. Russell, President

"There's LIFE in the BERKSHIRE!"

"And I'll tell you why—

The Berkshire is way out in front in the field of Juvenile Insurance coverages issued on the lives of children from ONE DAY to 14 Years of Age—

ULTIMATE AT AGE 1 and RETURN PREMIUM Plans—with Payor Benefit provisions available.

You can enjoy added commissions and increased earnings during 1949 selling Berkshire Juvenile Insurance—one of the most appealing and popular forms of coverage that has ever been made available to the insurance buying public. It's good business for you."

THE
Berkshire
LIFE INSURANCE COMPANY

HARRISON L. AMBER, President

INCORPORATED 1851

PITTSFIELD, MASS.

If you are a full time Agent of any company we solicit your surplus business only.



OBSERVATIONS

Sales Problem Defies Flation

Inflation or deflation, the veteran life insurance salesman knows he has got to sell his product, because few people will buy it of their own volition. In the inflationary period of the last few years, the prospect's most common objection was that he could not afford to pay the premiums, because the cost of living was so high. Now that it begins to look as if we have turned the corner, the major objection becomes, "business is so bad that I do not have the money to put into life insurance." The truth is that life insurance money is seldom extra. It is usually sacrifice money. Life insurance dollars are sacrificed from being spent on something which has a more seductive appeal. The economic stew may bubble, but the fundamental sales problem of the life insurance man remains the same.

White Collar Man's Day Near?

As prices show every indication of sustaining their downward slide, white collar workers all over the nation may be coming into an era when they can make ends meet and then some. Included in this class are most of the people in the insurance industry and its satellites. "U. S. News" estimates that, at the peak of inflation, the real income of insurance workers was down 19%. Whatever the figure, to many it seemed like more than that.

It now becomes probable that the thousands who stuck by their insurance jobs, resisting the lure of more lucrative fields, are to be rewarded for their patience, fortitude and level-headedness in recognizing that there is more to a career than quick profits. An industry so tied up with the public interest as insurance, cannot by its nature, offer skyrocketing pay boosts to meet inflation. Insurance people will now face any prospect of deflation armed with security and steady incomes while those in the boom and bust lines face drops in income and uncertainty.

Ex-Teachers as Agency Heads

During the last couple of years it seems as if there has been a noticeable increase in the number of managerial appointees with a background of school-teaching. None of these, of course, have jumped directly from teaching into heading an agency but before they went into insurance they were engaged in some phase or another of teaching, most frequently in secondary schools.

This development is undoubtedly a reflection of the fact that the job of manager or general agent has become much more one of teaching men and checking on their progress as an instructor would than was the case in years past. Today there is far more of a place for the analytical approach in handling new men. Many companies' sales training programs have become so comprehensive that a man who hasn't something of the teacher's make-up, even though he hasn't actually ever done any teaching, may be at quite a disadvantage.

Close Makes the Man

While the natural tendency for a field supervisor doing joint work with a new agent is to close business for him, often it does more for the new man's morale if the supervisor refrains from doing this, according to an agency officer who has a successful record of dealing in rural territories.

This agency officer pointed out that the new man's main difficulty is prospecting and it is better for the supervisor to help him prospect than close. However, the main reason for not closing business for him is that when the new man does his own closing his morale improves remarkably. He feels competent and confident. He may even feel a little chesty because he feels that

he closed the case when the supervisor couldn't. On the other hand, if the supervisor makes all the closes or attempts to close the new man is thrown back on his prospecting problem, which looms large and probably discouraging.

Agents in rural territories often have to work most of their time without any direct supervision. There is apparently no common denominator that will in-

dicate whether or not a man will be successful in such selling. The main considerations are that he stand well in the community and is ambitious. He is usually a better bet if he is married. Often the best plan is to start him off as a part-timer.

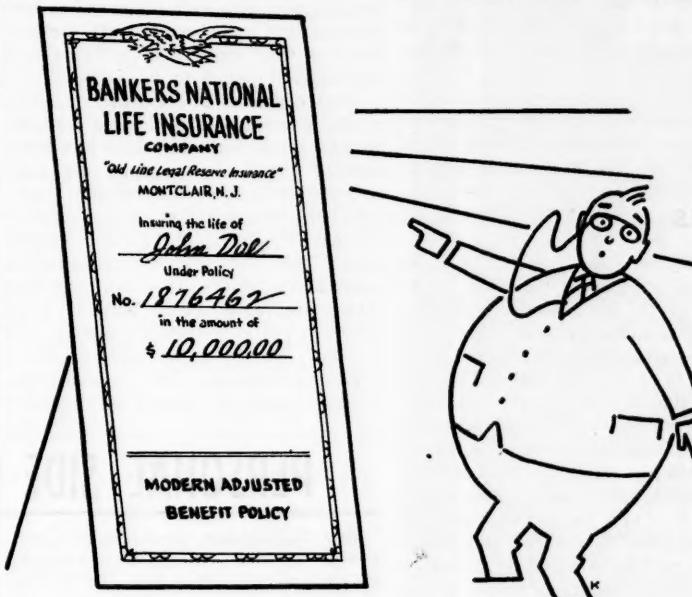
CIO Opposes TDB Charges

The New York state CIO has threatened to go to court to force payment of disability benefits under the state unemployment compensation law. The unions are opposing the joint tax of 1% on employers and employees to finance private or public plans, stating that the

benefits should be paid out of funds presently used for unemployment insurance merit rebates to employers. Federal Security Administrator Ewing was scheduled to meet with state union leaders to discuss their proposal.

Norma L. Edwards, wife of Ralph E. Edwards, assistant actuary of Columbian National, has been named an associate of the actuarial bodies. She was formerly with Equitable Society.

Stanley M. Richman, vice-president of General American Life, has been elected president of the Jewish Family Service Agency of St. Louis.



"I am the Modern Adjusted Benefit Policy — the ideal policy to use in programming. I offer Whole Life insurance with the amount and the premium reducing at age sixty-one and again, at sixty-six. I can be considered as both triple and double protection because the initial amount of insurance is three times that enjoyed from age sixty-six and thereafter, and is two times that between sixty-one and sixty-six."

"I have been developed to provide life insurance protection in the amounts required as the insured grows older. I have a very large advantage over Term insurance to age sixty-five, or to life expectancy, for when they expire, my policyholders may need me the most. My plan requires a much lower premium to age sixty-one, making it possible for a much larger amount of protection to be purchased during my prospects' productive years when they need it the most."

"Like standard policies, I offer cash and loan values and paid-up insurance. I pay my policyholders dividends every year and if they wish, they can have the Waiver of Premium, or Monthly Income Disability and Accidental Death clauses attached to me."

"You won't find all of these features in any other life insurance contract offering permanent insurance and it is surprising how they appeal to so many prospects. Do you think you can sell me?"

Bankers

Ralph R. Lounsherry, President
W. J. Sieger, V. P. & Supt. of Agencies

NATIONAL LIFE
Insurance Company.. Montclair, N. J.

LIFE • ACCIDENT • HEALTH • HOSPITAL

EDITORIAL COMMENT

Jim Rutherford's Fine Record

When James E. Rutherford leaves his post as executive vice-president of the National Assn. of Life Underwriters on June 30 he will have the sincere good wishes of the entire life insurance fraternity and rightly so. He has worked diligently, shrewdly and aggressively for the good of the entire life insurance field force. He has used the influence of his high position to keep the organization on a sane middle-of-the-road course in spite of extremist minorities at both ends of the scale—the radical element who regard the companies as villains and the ultra-conservatives who feel that the companies can do no wrong.

Though Mr. Rutherford went to N.A.L.U. from a general agent's role, he has worked faithfully and sincerely in behalf of the soliciting agents.

His efforts in behalf of better training for agents, improved field practices, agents' compensation, public relations and the restraint of mass selling to reasonable levels stand to his great credit.

Fortunately, he will still continue in the life insurance business. Even though he is no longer in N.A.L.U., we feel confident in saying that the field forces of life insurance and the soliciting agents in particular will have no better friend anywhere than Jim Rutherford.

Social Security Distinctions

Those in close touch with social security developments were taken by surprise by the fact that the Truman administration's program that was unveiled Monday included, along with proposed extension and increase of old age and survivor's insurance benefits, the proposals for a cash sickness system. The latter scheme was brought forward ahead of the sequence which, it had been understood, was on the drafting boards of the social planners. Until this juncture, the reported sequence had been followed. The first aim was to get a social security and public welfare post in the cabinet and a bill to that effect was actually the first that was introduced. Then, it was understood, the second objective was to extend the OASI system to self-employed persons and other groups that are not now covered and to increase the benefits. The third reported objective was the hospital and medical care program and fourthly, the cash sickness scheme.

Hence, it may be significant that instead of the OASI extension scheme being advanced independently at this time, to be followed by the hospital and medical care program, the cash sickness proposal was tacked onto the OASI setup and the hospital and medical care program was omitted, at least at this point.

There may be some significant explanations for the change in what was reported to be the intended sequence. The doctors have already built such a bonfire on the prepaid medical care issue that the social planners may have decided that it would be better to duck that question, at least at the present time, for fear that the whole scheme might become bracketed in the public mind with the medical care fight, and the other features might be jeopardized

if the doctors should succeed in mobilizing public sentiment their way.

Then, as to the telescoping of cash sickness legislation with OASI extension, it is entirely possible that the social planners have become alarmed at the progress that is being made in establishing the unemployment compensation disability program in the individual states. Already such plans are operating in California, New Jersey and Rhode Island. It is very likely that a compromise will soon be reached and that a program will be enacted in the state of Washington and the situation is getting hot in New York.

We gather that the federal cash sickness proposal would be exclusive of any plan at the state level, that it departs from the old unemployment compensation principle of providing for an offset of the federal levy by state tax, and leaving the administration largely up to the states. Apparently the idea so far as cash sickness is concerned, is to levy a federal tax without any state offset provision and to make the benefit distributions at the federal level. If so, it appears that the Washington group decided to move in suddenly and enter a race with the states to get to the cash sickness goal first. Here then may be another vital field in which the interest of the insurance industry and of the states becomes identical.

The insurance industry as a whole has not taken exception to the idea of extending old age and survivor's insurance benefits to those who are not now covered, nor has there been opposition to the idea of increasing the benefit level. As a matter of fact, there are some serious inconsistencies in the present setup whereunder the pensions to those under the assistance phase of the program are substantially more on the average than

are the pensions to those who have paid for their insurance. This country now is committed to the OASI principle as providing a foundation of security and there can be no quarrel with the idea of providing a level of benefits that is consistent with the value of the dollar as it is today.

But we are not committed to a federal system of cash sickness benefits. We have started an experiment along this line at the state level and here we can feel our way and make adjustments without creating an appalling new federal bureaucracy, and with filing and record keeping that may back us into the sea. Dealing with matters of sickness and disability, it seems to us, is peculiarly a local concern. The existing facilities of the insurance companies are available to join hands with the states in administering these plans, which are akin to workmen's compensation and unemployment compensation. The insurance companies are rapidly gaining experience. They will never be permitted to make undue profits out of the operation. These programs can be launched state by state, put in operation gradually and in due course, a workable, efficient system developed. The insurance industry, we feel, is on very solid ground

in opposing a precipitate move on the part of the federal government to blanket the field immediately and to preempt it from the states. The changes that are proposed in the OASI system are not precipitately conceived. Great research has been conducted for many years in this field, the various proposals have been weighed with the greatest deliberation and we would say that the country is pretty well convinced that this is the time to take the action.

The federal cash sickness proposal is a horse of another garage, however. It has not been digested. This principle is subject to the greatest controversy. The setting up of the apparatus to administer it is something appalling to consider. There is certainly no need for haste. The states should be given a real opportunity to see what they can do, what the problems are and what adjustments should be made. It may be skillful legislative maneuvering to tack this highly controversial proposal onto the OASI program which will probably get clear sailing. Hence, it is of the utmost importance for those who realize the distinction, to impress upon the public mind this all important difference and to be sure that the country exercises its critical faculties to the utmost.

PERSONAL SIDE OF THE BUSINESS

Roy Tuchbreiter, president of Continental Casualty and Continental Assurance, is enjoying a stay at his ranch in Oregon.

Sidney Weil, for the fifth time top man in the Mutual Benefit President's Club, was honored at a luncheon in Cincinnati, sponsored by his general agent, James S. Drewry. Mr. Weil was presented gifts from the agency and from the company. Those present included W. P. Stillman, chairman; Bruce Palmer, vice-president in charge of agencies; Dr. Walter A. Reiter, vice-president and medical director, and John J. Magovern Jr., associate counsel.

Mrs. Edith V. Levy, New York City, was the leading woman producer of the Penn Mutual for 1948, with \$423,978 on 44 lives.

Andrew G. Holl, assistant counsel of Mutual Benefit, will be a panel member at a forum on real property title problems to be held Feb. 26 by the New Jersey Title Insurance Assn. at Newark.

Howard J. Brace, vice-president and secretary of Occidental Life, has completed 25 years with the company. Mr. Brace was recently appointed California vice-president of American Life Convention. He is a past insurance commissioner of Idaho and was active in the formation of Passe Club, composed of former commissioners.

Claris Adams, president of Ohio State Life, has been named first winner of the good citizenship award inaugurated by Bryden Road Temple, Columbus. The citation reviews his whole-hearted support of every worthwhile

community activity and particularly his quick response in taking over the recent Community Chest campaign when the chairman became ill.

E. O. Stanley, vice-president and counsel of Mutual Benefit Life, has been elected president of the trustees of the endowment funds of the Orange, N. J., public library and will have charge of investments.

William R. Shands, general counsel of Life of Virginia, is a member of the advisory legislative council committee named to make a study of the state's insurance laws to decide whether revision or recodification is necessary.

Wilbur G. Goris, assistant superintendent of the Prudential at Monticello, Ind., has been made assistant manager in Detroit effective March 7.

Benjamin D. Salinger, New York City general agent of Mutual Benefit Life, heads the committee of the New York City Life Underwriters Assn. working for the New York Heart Assn.'s annual drive for funds.

DEATHS

Milo H. Evans, 68, for 36 years with Massachusetts Mutual, and a member of the Million Dollar Round Table for three years, died at his home in Cleveland.

Adelaide Mason Cunningham, 74, widow of the late H. R. Cunningham, founder and former president of Western Life of Helena, died at her home at Helena after a long illness. Her son,

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THE NATIONAL UNDERWRITER



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Alex B., is vice-president of Western Life.

C. Louis Forman, Long Beach, co-general agent for Lincoln National, died after a lingering illness. Mr. Forman had been with Lincoln National Life in Long Beach for 18 years. He was a past president of the Insurance Managers Assn. of Long Beach.

S. J. Claridge, general agent of Reserve Loan Life at Portland, Ore., died. He had been in failing health for some years because of a heart condition. He had been with Reserve Loan since 1910. Some time ago he turned over to his sons and partners, Joydon and Brooks, the handling of the agency's affairs.

Julian F. Boone, 34, former district manager of Equitable Society at Evansville, Ind., died at Louisville after a long illness.

29 Agents Sell \$285,608 in 12 Hours to Night Workers

For many years agents here and there who didn't mind working at night have made a good living selling to night workers, many of whom are excellent prospects because they are rarely seen by an agent and because often their duties are less strenuous so that they have time to talk with an agent.

Recently the idea was tried out on a mass basis in an organized way in Binghamton, N. Y., in connection with the course given by the Life Underwriter Training Council. The project was sponsored and directed by Hugh A. Wedge, educational director of Security Mutual Life of Binghamton.

Mr. Wedge reports that the night calls produced unexpectedly large results per man-hour in calls, interviews and sales. People welcome agents' visits as a relief to the nocturnal monotony. Agents participating in the project were those taking the advanced L.U.T.C. course. Extensive planning preceded the one-night campaign. Workers were noted in hospitals, hotels, bakeries, all night restaurants, stores, telephone and telegraph offices, utility companies, railroad stations, fire houses, police stations, and other places where men and women are engaged in night work.

Statistics Are Heartening

The 29 agents participating worked a total of 209 hours that night, made 227 calls, concluded 125 successful sales interviews, closed 61 cases, or better than two per agent, sold \$285,608 of life insurance, and earned an aggregate of \$3,203 in commissions. Mr. Wedge estimates that when the follow-up work is done total net results will probably be four times the immediate results.

One agent, who had unsuccessfully been trying to interview a doctor since last June, made a late evening appointment with him and wound up with an application for \$50,000. Another man, contacting filling stations, restaurants, bakeries and policemen sold four policies for a total of \$20,000. A policeman, who said he had been looking for a chance to talk with a life agent for a long time because he wanted to be an agent himself, signed up as a new agent with his caller's company.

Sold Client's Nephew

An agent making a service call he had found difficult to arrange for in the day time, finished it and then met the client's nephew, who was so impressed with the company's service that he bought a policy. Another agent sold a partnership business policy for \$80,000 on a firm that he would not have run into had he not been on the night rounds.

One woman agent who visited a hospital made herself available to the cafeteria and found the nurses eager to get information. Three bought policies.

John E. Lehman, Equitable Society, a famed golfer, has been named vice-chairman of the 1949 Girl Scouts of Chicago fund campaign.

Texas Tri-City Rallies Draw 1,400

Approximately 1,400 attended the Texas Tri-City sales congress at Dallas, San Antonio, and Houston. W. C. Abbey, Connecticut General, chairman of the San Antonio sales congress committee, was the opening speaker. Henry Coutret, Ohio National Life, president of the San Antonio association introduced Dexter Dickson, Southwestern Life, president of the Austin association, who presided in the morning.

G. F. McSpadden, Southwestern Life, Electra, Tex., presented in a humorous manner the advantages of conforming to a planned program of work.

Lewis E. Kelly, Prudential, spoke of the attacks of certain groups on the life insurance business and stressed the agent's part in setting the public straight.

Cleeton Is Speaker

Charles E. Cleeton, Occidental, Los Angeles, listed "10 commandments" of success for the agent.

The presiding officer for the afternoon was Harry Wood, president of the Corpus Christi association. Vivian Anderson, past president of N.A.L.U. gave a visual demonstration of methods of presenting the amount of insurance needed.

Herbert A. Hedges, Kansas City general agent for Equitable of Iowa, "showed how he presents the problem of income needed for the family and the buyer if old age disables him."

Speakers Sport Stars

At a dinner for the speakers Ralph H. Durkee, Equitable Society, was toastmaster. The speakers were presented Bexar county deputy sheriffs' commissions from the sheriff.

To Scranton Life



JOHN O. SLEMMER

Scranton Life has appointed John O. Slemmer, formerly field training supervisor of Metropolitan Life at Philadelphia, as manager of agencies, effective March 1. The post has been vacant for the past 10 years. Mr. Slemmer has been in the business 25 years, mostly with Metropolitan, where he started as an agent.

Donald J. Phillips, with Scranton Life since 1940, becomes assistant secretary. He is a University of Michigan graduate and has a master's degree in insurance and actuarial science from the university. He was an army officer in the war.

John H. Price, attorney and president of the Scranton National Bank, and J. J. O'Leary, president and general manager of Comerford Theatres, Inc., Scranton, have been elected directors.

prepared!

In the last three years 41
on-the-ground Occidental Field
Training schools have prepared
947 field men and women to
appraise the financial problems of
buyers and to solve those
problems with Occidental's complete
Life and A & S policy line.

occidental life
INSURANCE COMPANY
of California

V. H. JENKINS, Senior Vice President

"We pay agents lifetime renewals — they last as long as you do!"

Participating and Non-Participating Contracts

GENERAL AGENCY OPPORTUNITIES
BROKERAGE BUSINESS ACCEPTED

GIRARD LIFE
INSURANCE COMPANY OF PHILADELPHIA

Opposite Independence Hall

AMONG COMPANY MEN

W. J. W. Merritt to Join Wis. Nat'l

Wisconsin National has appointed William J. W. Merritt as agency director. He is at present assistant to the vice-president in the eastern department of Continental Assurance, operating out of New York City. He will join Wisconsin National April 1. He succeeds G. A. L'Estrange, now agency vice-president of Capitol Life. Mr. Merritt graduated in 1935 from the commerce school of University of Pennsylvania. He is a C.L.U. and a graduate of the L.I.A.M.A. school. He has had 14 years of experience in both life and disability insurance.

Standard, Ore., Advances Phillips, Cannon, Boylen

Edwin A. Phillips, superintendent of agencies since 1947, and Garnett E. Cannon, actuary since 1945, have been elected vice-presidents of Standard of Oregon. Dr. E. L. Boylen, assistant medical director, has been advanced to medical director, to succeed Dr. Otis B. Wight, who has retired because of ill health. John F. Hook and Loyd B. Montgomery are now assistant secretaries in addition to present assignments as assistant treasurers.

Mr. Phillips started in 1929 as a clerk for Standard. He became an agent and agency secretary.

Mr. Cannon joined Standard in 1928,

became assistant actuary in 1932 and assistant secretary in 1936.

Dr. Thornton to Retire as Lincoln Nat'l Medical Head

Dr. Walter E. Thornton, 2nd vice-president and medical director of Lincoln National, was honored at a testimonial dinner by company officials and others to pay tribute to his more than quarter-century of service with Lincoln. At the dinner Dr. Thornton announced that he plans to retire this summer.

President A. J. McAndless presided. General Agent V. J. Harold of Fort Wayne presented a leather-bound book of testimonial letters and a gift to Dr. Thornton from his friends in the company. Dr. H. C. McAlister, medical director, spoke in behalf of the medical department.

Dr. Thornton joined Lincoln National after 10 years in insurance medicine and 12 years private practice.



W. E. Thornton

New York Life Realigns Its Training Divisions

The training program for New York Life has been separated into the field training division with George J. Marsh as director, and the management training division, with Andrew H. Thomson as director.

The field training division is concerned entirely with training of agents and now performs all the functions of the former sales methods research division which was headed by Mr. Marsh.

Training managers and assistant managers is the primary concern of the management training division, which continues certain functions of the former agency training division created in 1946 under Mr. Thomson.

George H. Kelley has been named to the newly created position of editor of sales publications. He was formerly director of sales publications. Mr. Thomson will have general advisory supervision of the sales publications division, and J. Dixon Calderwood is in charge of the "Nylic Review" as associate editor.

Northwestern Nat'l Sets Up Death Benefits for Field

Northwestern National is putting into effect April 1 a new plan of death benefits for its agents and general agents. The company already has a hospitalization and surgery benefit plan covering the agent's entire family and a retirement plan.

The following actuarial department promotions also were announced: James J. Braddock and Manuel R. Cueto to associate actuaries, James R. McDonnell and Charles S. Schnelle to assistant actuaries, Edward H. Sweetser to actuarial supervisor, Lester Powley and Jack Rieper to assistant managers, and H. Frank Homan to actuarial assistant.

Edward B. Williams and John F. Ryan, assistant actuaries, have been made executive assistants in the office of the committee on insurance practices.

Occidental Advances Two

Kenneth W. Carlson, former assistant controller of Occidental Life, has been appointed assistant secretary. His new duties will be to assist the various departments in the group division in planning operations and in establishing new and improved systems.

T. W. Simons, assistant auditor, has been appointed assistant controller. He will be responsible for the index, agency accounting, addressograph, policy loans, renewal, dictaphone, file and mail departments.

Dr. Anderson to Reliance

Dr. Robert L. Anderson, Jr., has been appointed assistant medical director of Reliance Life. He was educated in the college and medical school of University of Pittsburgh, graduating in 1943. He was a first lieutenant in the medical corps overseas. Returning to Pittsburgh in 1946, he engaged in private practice.

Volunteer Promotes Four

Volunteer State Life has promoted James E. Donovan from secretary to assistant vice-president, Whitlow B. Wallace from assistant director of agencies to secretary, Marion D. Greene from supervisor of the renewal department to assistant secretary and William A. Grigsby, from agency auditor to agency secretary.

Howard W. Fieber, head of Fieber & Reilly, Indianapolis general insurance and real estate firm, has been elected a director of State Life of Indianapolis.

Z. E. Whitley has been promoted to associate manager of the claim department of Jefferson Standard.

COMPANIES

Business Men's Assurance Co.

THE HOME OF COMPLETE PROTECTION
B. M. A. BUILDING • KANSAS CITY, MO.

ALL-WAYS

American Mutual Life
Insurance Company
Des Moines 7, Iowa

MEMO: FROM HARRY S. MC CONACHIE, VICE-PRESIDENT

**A WINNING COMBINATION FOR BUILDING
SUCCESSFUL AGENCIES**

1. Unusual Compensation Plan 2. Training Schools
3. Prize-winning Sales Aids 4. Annual Convention
5. General Agents Advisory Council

A General Agency Company

**EMPIRE LIFE and ACCIDENT
INSURANCE COMPANY**

Legal Reserve Company
Home Office—Empire Life Bldg.
Indianapolis 9, Ind.

41 Years of Satisfactory Service to our
Policyholders.

MILLIONS PAID TO POLICYHOLDERS AND
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Travelers at 9 Billion

Travelers has passed the nine billion mark of life insurance in force. The total at Jan. 31 is \$9,009,038,716.

and practices contemplated by the home office will be screened through the committee before being presented to the field.

Mutual's January Leaders

Jacob W. Shoul, Boston, led Mutual Life producers during January. William R. Punch, Rochester, N. Y., was second. Carson M. Johnson, Charlotte, led in number of applications. Following him were T. Justin Myers and Lincoln W. Baker, Scranton.

AGENCY NEWS

Aetna Life Honors Nelson at St. Louis Luncheon

J. Denny Nelson, who has just returned to St. Louis as general agent of Aetna Life, was guest of honor at a luncheon given by the company there.

R. B. Coolidge, vice-president of Aetna, presided and briefly sketched Mr. Nelson's career with Aetna. He presented some of the out-of-town visitors, including M. A. Nelson, now retired, father of the guest of honor, who for many years was general agent there for Equitable Society. Denny Nelson was associated with his father for 15 years.

Others from out of town were: Vernon Askew, Wichita, general agent; E. H. Snow, Des Moines general agent; Foster Vineyard of Campbell & Vineyard, general agents at Little Rock; A. Albert Lawton, assistant superintendent of agencies; William A. Holmes, agency department; Wylie Craig, general agent at Kansas City, and Hale Nelson, vice-president Illinois Bell Telephone Co., Chicago, a brother of the guest of honor.

Columbian Natl. Awards

Columbian National Life awarded its trophy for big cities in the November-December president's campaign to the William S. Vogel agency of Newark. This agency was also the runner-up for yearly honors in production and leader of all agencies in A. & H. premiums. The campaign trophy to the leading agency in cities of less than 750,000 population was presented for the second consecutive year to the Leo R. Porter agency of Salt Lake. This agency led all the smaller cities in production in 1948.

Aetna Honors Six Agencies

The following agencies of the Aetna Life have been awarded the president's trophy for outstanding performance in 1948: Rochester, N. Y., New Haven, Toledo, Cincinnati, Oakland, and Oklahoma City.

Woods agency of Equitable Society at Pittsburgh had in January its largest month in volume of paid commissions. L. A. Spencer led all agents in the United States.

Gregory L. O'Shea, agency director of North American Life of Chicago at St. Louis, has completed nine years apprenticeship production. He recently opened a south side office at 6218 South Kingshighway.

The **Scranton** agency led Mutual Life in volume and number of policies for January. Boston was second in volume for the month, and Chicago (Persons) was third. Milwaukee was second in number of policies sold, and New York (Myer) third.

Investment in **moderate priced rental housing** by insurance companies would be permitted under a department-approved bill in the Nebraska legislature.

ACCIDENT

Hearing on Labor-Sponsored UCD Bill in Washington

OLYMPIA, WASH.—A public hearing on the UCD bill sponsored by Washington Federation of Labor was held before a joint session of the house and senate social security committee of the Washington legislature.

Elmer Kennedy, legislative representative of the federation, explained the bill and then the opposition turned its guns on the proposal. R. D. Williams, counsel for Washington Assn. of Insurance Agents, analyzed the bill section by section and offered numerous criticisms of its provisions. Wendell Milliman, consulting actuary, representing Life Insurance Assn. of America, explained his group's objections to the measure. Others opposing the bill were Ed Davis, manager Assn. of Washington Industries; Harold Bowman, treasurer Boeing Airplane Co.; Roger Shidler, counsel representing United Pacific, and Walter J. DeLong, who spoke as a private citizen opposed to compulsory social legislation.

Senator Tom Hall, chairman of the social security committee in the senate, announced that a hearing would be held on the "all-private" bill sponsored by Washington Assn. of Insurance Agents, if there is sufficient request for one.

Osteopaths Win Fight Against Tex. Blue Cross

Charges of discrimination against Group Hospital Service of Dallas (Blue Cross) filed by Osteopathic Hospital Assn. of Texas were upheld by the Texas department following a hearing at Austin.

Texas Blue Cross will cover hospitalization only in a hospital "registered by the American Medical Assn." This excludes the osteopathic hospitals and also bars subscribers who may have been treated by osteopaths from having their services while in the hospital as they are not permitted staff privileges by the A. M. A. hospitals.

The ruling points out that no inquiry is made at the time of sale or delivery of policies as to whether the applicant makes use of the professional service of osteopaths and that such people probably were not informed of the limitation.

Group Hospital Service was therefore ordered to amend its plan of operation to conform with this ruling.

Would Bar Companies

MINNEAPOLIS — Speakers at a conference on state-operated sickness insurance sponsored by the Minnesota Federation of Labor and the University of Minnesota opposed optional provisions in bills permitting private insurance companies to carry the risk rather than having it carried by a state-operated fund. Dr. Edwin Witte of the University of Wisconsin economics department and Miss Ruth Reticker of the social security administration took this stand. There are two bills before the legislature proposing such insurance, in one of which the cost is divided between the employer and the employee and the other in which the employee only foots the cost.

Ups Medical-Surgical Limits

The Medical-Surgical Plan of New Jersey has expanded its coverage to include persons making up to \$5,000 a year. Since organized in 1942 by the New Jersey Medical Society, benefits have been limited to persons making \$2,000 a year or less, if unmarried, with special allowances for married persons. New subscription contracts, calling for higher subscription rate and larger fees to physicians, will be available in about 30 days. The new limitation will be applicable to all persons regardless of marital status.

The plan provides that a subscriber may have any type hospital accommoda-

tion and still be eligible for medical service without charge if his physician is a participant; if the latter is not so, a credit allowance toward the doctor's bill will be made. Most members of the state society are participants. There is a waiting period of eight months for maternity benefits. Children can be enrolled under the new plan at the age of 10 days.

Hear Pa. State Senator

State Senator George N. Wade was speaker at the February meeting of

Philadelphia A. & H. Assn., his subject being "Voluntary vs. Compulsory Disability Insurance."

Mr. Wade is general agent of Ohio National Life and is chairman of the insurance committee of the Pennsylvania senate.

Adam Rosenthal, district manager of General American Life, spoke on "Merchandising Methods Found Practical in Accident and Health Insurance" at a luncheon meeting of **A&H Underwriters Assn.** of St. Louis.



COMPLETES 60 YEARS OF SERVICE

DURING THE YEAR 1948
THE ASSETS SHOWED
a \$6,474,987 INCREASE
AND NOW TOTAL \$84,861,047
BUSINESS IN FORCE SHOWED
a \$38,984,832 INCREASE
AND NOW TOTALS OVER \$371,282,300
PAYMENTS TO POLICY OWNERS AND
BENEFICIARIES WERE OVER
\$4,921,800

OF WHICH 55.6% WAS PAID TO LIVING
POLICY OWNERS
NEW BUSINESS PAID FOR, INCREASED AND
REVIVED, AMOUNTED TO \$58,951,108

Copy of complete statement mailed on request.

F. W. Simpson, Branch Manager, Detroit — 1766 Penobscot Bldg.
C. B. Dibble, Branch Manager, Lansing — 800 Olds Tower Bldg.
J. R. King, Branch Manager, Pittsburgh — 808-9 Park Bldg.
C. F. Teller, Manager of Brokerage, Philadelphia — 1411 Walnut St.

1889—60 Years of Service—1949

NORTH DAKOTA AGENCY EXPANSION PLAN OFFERS YOU —

LIFE, HOSPITALIZATION, HEALTH AND ACCIDENT — LIBERAL 1ST YEAR & RENEWAL COMMISSIONS — COOPERATION & ASSISTANCE FROM HOME OFFICE — AMPLE TERRITORY FOR QUALIFIED AGENTS — LEADS.

FOR INFORMATION WRITE:

DONALD R. SATRE, SECRETARY

AMERICAN CHRISTIAN MUTUAL LIFE INSURANCE COMPANY
FARGO, NORTH DAKOTA

POST OFFICE 1939

NEWS OF LIFE ASSOCIATIONS

Tri-State Sales Congress Is Staged at Cincinnati

CINCINNATI—The fast moving program of the annual tri-state sales congress of the Cincinnati Life Underwriters Assn. featured four speakers, each representing a different viewpoint of the business: M. E. Mitchell, Lincoln National, Dayton, O.; G. A. Saas, head of the G. A. Saas Advertising Co., Indianapolis; Kenneth L. Anderson, supervisor of the Shoemaker agency of Provident Mutual, New York City; and Dr. Harry W. Dingman, vice-president and medical director of Continental Assurance.

Mr. Saas listed these sales fundamentals: Get rid of mental obstacles, take the wind out of the customer's

objections in advance, don't cut corners by shortening your sales talk, never tell your story without the proper build-up, don't be a sooty, paint accurate word pictures, don't use technical terms, and don't depart from your sales track.

Mr. Mitchell said he looks at life insurance as if he is giving people money whenever they buy from him.

Mr. Anderson said life insurance is a two-way street for the agent because it gives him both financial well-being and the satisfaction of performing a vital social service.

Dr. Dingman stressed the importance of building a reputation as a reliable and competent underwriter by the agent with his own home office. He illustrated how agents who know the underwriting requirements get business lost by agents who were careless or ignorant of these

requirements. The home office relies on the agent to screen out undesirable prospects for insurance.

T. W. Strange, manager of Ohio National, presided.

J. P. Fordyce, Dean Collins Warn of "Interventionism"

J. P. Fordyce, president Manhattan Life, and Dr. G. Rowland Collins, dean of the graduate school of business administration of New York University and a director of Manhattan, warned of the dangers of governmental "interventionism" upon the American economy, in addressing the Trenton Life Underwriters Assn.

"For men who know their business and will do their job," Mr. Fordyce said, referring to life insurance sales, "the immediate outlook is very promising." He said, however, that although government life insurance and social security have been helpful in stimulating life insurance sales generally, they represent a further step toward government in business.

Dr. Collins declared that for a long time now we have been living and working in the United States within a system of the private ownership of the means of production but into which the government intervenes, by orders and prohibitions in the exercise of that private ownership.



J. P. Fordyce

LIFE AND CASUALTY INSURANCE COMPANY

OF TENNESSEE

**OVER TWO MILLION
POLICIES IN FORCE**

A. M. BURTON, President

Home Office

Nashville, Tenn.

EASTERN LIFE INSURANCE COMPANY OF NEW YORK

LOUIS LIPSKY, President

JACOB ISH-KISHOR, Vice-President and Secretary

Progressive - Sound - Friendly

386 Fourth Avenue, New York City

LEXINGTON 2-5950

MAXIMUM FIRST YEAR COMMISSIONS
GUARANTEED RENEWAL COMMISSIONS
STANDARD RISK AND SUB-STANDARD POLICIES
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RENEWABLE TERM POLICIES
JUVENILE POLICIES ISSUED

General Agencies Available in New York, New Jersey, Delaware and Washington, D. C.
For further information write to HARRY YARIN, Vice-President and Superintendent of Agencies

an appointment card in it, and that Mr. White would later call on them.

Later he upped the list to his \$10,000 cases and now uses only the \$25,000 buyers. This has helped him raise the average for each case closed.

Schedule Six Speakers at N. Y. City Sales Congress

The annual all-day sales congress of the New York City Life Underwriters Assn. will feature a six-man panel of field men discussing formulas for success. The congress will take place in the grand ballroom of the Hotel Statler March 10. Morning speakers and their topics are Mark C. Muller, Phoenix Mutual, "Selling the Retirement Income Package"; Stuart A. Monroe, Equitable Society, "Selling Tax Situations"; Sader Hayes, Penn Mutual, "Selling the Program."

Afternoon speakers are Carl P. Lund, Prudential, Philadelphia, "Selling by the Weekly Debit Man"; Harry Guttman, Mutual Life; "Prospecting"; Vash Young, Equitable Society, "Be Kind to Yourself." Jointly moderating the panel will be Harry Krueger, general agent Northwestern Mutual, and John H. Evans, manager Home Life of New York.

Mother and Daughter Speak

Women Life Underwriters of Chicago at a meeting March 9 will hear talks by a mother and daughter, Miss Minita Westcott, executive secretary Mirror Manufacturers Assn., the only woman to have been president of the American Trade Assn. Executives, and past president Chicago Trade Assn. Executives Forum, and her mother, Mrs. M. H. W. Bennett of New York Life, 83, who will tell how she maintained a long application-per-week production.

Illinois Round Table to Gather in Chicago April 1

In the afternoon April 1 during the state life gathering in Chicago, the annual meeting of the Illinois Round Table will be held, with Harold H. Hensold, Northwestern Mutual, Danville, presiding. The agency managers conference also will be held under chairmanship of Ferrel M. Bean, John Hancock general agent. J. F. Ramsey, general agent Connecticut Mutual, is president of Life Agency Managers of Chicago, which is sponsoring the conference.

Henry W. Persons, manager Mutual Life, is chairman of the sales congress committee of the Chicago Assn. of Life Underwriters and will preside with Robert R. Reno, Jr., agency manager, Equitable Society, association president, at the all-day congress April 2.

White Says Prospecting No Longer Has Him Licked

Fred H. White, Connecticut Mutual, Buffalo, addressed Life Underwriters Assn. of St. Louis on "Prospecting Had Me Licked."

Mr. White said he often wanted to quit in his early days in the business, but eventually reached the point where he now produces upward of \$500,000 a year and hopes to make the Million Dollar Round Table in 1949. When he started with Connecticut Mutual in 1939, he had to make 41 calls to write \$1,900 of business. However, in his first full year with a rate book he wrote and paid for about \$100,000. That was accomplished solely through hard work. In the past six years he has averaged \$500,000 paid for.

Under the simple system of prospecting that he now uses he averages 2½ interviews and a \$7,500 case for each 10 calls that he makes. He first used men who had purchased \$5,000 or more from him as a source for names of prospects. Each was asked to furnish him the names of two or three persons to be sent letters from the home office. Through this system he landed 12 cases for a total of \$250,000. Before sending the letter, his client informed his friends that they would receive the letter, with

Peoria—R. W. Osler, life insurance editor of the Rough Notes Co., declared every element in the business outlook indicates sustained high levels and the only factor which could cause a depression or recession is public psychology. There is danger that inflated levels of the last few years will come to be accepted as normal levels, and that the public will become panicky when readjustment to the real normal base of prosperity occurs. Life men should do everything possible to prevent the public from talking themselves into a depression through pointing out that even big declines from present levels will leave the country at prosperity heights.

Cedar Rapids—Dr. Marvin B. Kober, pastor of St. Paul's Methodist Church, will address the Feb. 25 luncheon meeting.

Sheboygan—Roman Vetter, Continental Assurance, Madison, and president of the Wisconsin State Assn. of Life Underwriters, spoke on sales ideas that are proving effective. Richard E. Imig, New York Life, Sheboygan, N.A.L.U. trustee, announced the resignation of James E. Rutherford, N.A.L.U. executive vice-president, to engage in other activities after June 30.

LaCrosse, Wis.—C. W. Tomlinson, Bankers Life of Iowa, Madison, secretary Wisconsin association, spoke at the Western Wisconsin association luncheon meeting. Everyone is security-minded these days, Mr. Tomlinson said, and security may be obtained in two ways, either imposed by the government or attained through voluntary effort.

"It is generally accepted that life insurance has the one way that this may be effected, providing immediate security to the family and later guaranteed income through investment with a life insurance company," Mr. Tomlinson declared.

Beloit, Wis.—Economic problems of the excess profits tax were discussed by Lewis Severson, head of the Beloit College economics department, at a luncheon meeting of Southern Wisconsin association. He was with the federal tax division in Washington during the war. Next meeting will be held at Janesville, March 16.

Waukesha, Wis.—Stressing the human side of life insurance, Jerome Boyer, assistant superintendent of claims of Northwestern Mutual Life, spoke on "The Sunny Side of the Street." Never before in the history of the

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business has the public had so much faith and confidence in life insurance as it has today, Mr. Boyer said. "The opportunities and rewards of the life agent are part of the sunny side of the insurance business," he commented. "The security that beneficiaries receive from life insurance policies is the ray of sunshine on the otherwise sad occasion of death."

"Life insurance is not dollars—not money, but security and freedom from fear. It is peace and quiet and refuge for tired old minds and tired old bodies. At the same time it is opportunity and hope for young minds and young bodies."

Syracuse—Women members heard Mrs. Marion Stevens Eberly, director of the women's division, Institute of Life Insurance, at a luncheon meeting.

Los Angeles—At a breakfast meeting Paul Speicher, R. & R., will speak on "Urge to Accomplishments" and Hilbert Rust, also of R. & R., on "Economic Conditions Make 1949's Market."

Buffalo—Four members gave their ideas on various phases of selling life insurance in a panel discussion. They are Cecilia R. Howard, Laurice W. Hall, Jr., J. Erwin Kitt and John P. Propis. Chauncey D. Cowles, Jr., was moderator. Mrs. Howard was presented a certificate of membership in the Women's Quarter Million Dollar Round Table.

Kansas City—R. J. Costigan, Business Men's Assurance, a past president of the National Assn. of Accident & Health Underwriters, was the speaker.

Oakland-East Bay—Charles M. Watt, resident vice-president of Retail Credit, stated that only 13% of all life insurance applicants have questionable inspection records and only 4% are refused insurance as a result of inspection reports.

District of Columbia—Guilford Dudley, Jr., vice-president Life & Casualty, spoke and two sales films were shown.

South Bend, Ind.—Ralph E. Kiplinger, agency vice-president of Guarantee Mutual Life, spoke on "Social Security in Action."

Logansport, Ind.—James L. Miller, R. & R. Service, spoke.

Niagara Falls, N. Y.—Three industrial managers, Clarence Austin, Prudential; Wilbur Craig, Metropolitan, and Carl Bauer, John Hancock, conducted a discussion on the part industrial insurance plays in the social and economic life of the country.

Memphis—Clifford H. Orr, president of N.A.L.U., attributed a \$200 billion increase in life insurance in force in the past 51 years to the movement of persons from the farm to the city. "In 1890," he said, "four out of five persons engaged in agricultural pursuits; today only one out of five remains on the farm. Because of their economic self-sufficiency, farmers are not buyers of insurance." He said people should provide their own financial security, otherwise socialism threatens the nation.

McKeesport, Pa.—Earl R. Wingrove, Penn Mutual supervisor from Pittsburgh, addressed a dinner meeting.

MANAGERS

Chester Fischer Addresses Indianapolis Managers

The service and progress of the agency organization depend entirely on the attitude, vision, and courage of the manager, Chester O. Fischer, vice-president of Massachusetts Mutual, told members of the Indianapolis General Agents & Managers' Assn.

Mr. Fischer urged those present to maintain and promote a sound sales program at all times and regardless of general economic conditions. "Only through such a program," he declared, "can the institution of life insurance be kept strong enough so that the people of America will see in it, the means of providing for themselves instead of turning to the government for their financial security."

Supervising New Man

Life Supervisors Assn. of Los Angeles heard three members discuss how their offices would handle supervising a new man in the agency in meeting a case as set forth by the chairman.

Discussions were Robert Pope, New York Life; Charles M. Ganster, Pacific Mutual, and Melvin M. Randall, Occidental Life.

Chicago Cashiers' Program

A demonstration, "Telephone Hour" presented by Illinois Bell Telephone Co., featuring Josef Hofmann, pianist, guest soloist in the film presentation, will be a feature of the March 15 meeting of Life Agency Cashiers of Chicago. Switchboard operators will be special guests. Tips on use of telephone in insurance offices will be given by June Freeman, Mutual Benefit, and Ethel Voelker, Fidelity Mutual, members of the cashiers group.

Talks on Professionalism

SEATTLE — Prof. John S. Bickley, head of the University of Washington insurance department, talked on "A Practical Approach to Professionalism" at a luncheon meeting Monday of the Life Managers Assn.

Hear Newell Johnson

Newell Johnson, vice-president of Minnesota Mutual Life and former Minnesota commissioner, will address Life Managers & General Agents Assn. of Milwaukee Feb. 25.

A Springfield (Ill.) Assn. of A. & H. Underwriters has been organized with George E. Merrilieh as temporary chairman and Arthur L. Aldrich, Mutual Benefit H. & A. as secretary. Permanent officers are to be elected at another meeting called for March 3.

C. L. U.

Scott to Speak at Detroit

Detroit C.L.U. chapter will be host to the Grand Rapids and Toledo chapters and all other Michigan C.L.U.'s at a closed luncheon meeting March 9.

Martin I. Scott, Los Angeles, president of American Society of C.L.U., will review the accomplishments, current activities and future plans of the American Society.

C.L.U. Forum at N. Y. April 7

The annual forum on current economic and social trends sponsored by

the New York City C.L.U. will be April 7 at Town Hall. Harold A. Loewenheim, manager Home Life of New York, is chairman.

H. G. Hewitt will speak to the Fort Worth C.L.U. Feb. 28 on "Religion and Life Insurance."

To Re-run "Faith" Advertisement

"Faith Is a Family Affair," a message emphasizing spiritual values in family life, will be publicized a second time early in March in 375 of the leading daily newspapers in the life companies'

institutional campaign. Timed to coincide with a period of religious significance, the advertisement, which first appeared in March, 1948, is being reprinted because so many people asked to see it again. In most of the newspapers the advertisement's appearance will coincide with world day of prayer, March 4.

New Ohio Financial Officer

Superintendent Robinson of Ohio has appointed W. H. Van Dervort of Columbus financial officer for the Ohio department. He has held a number of positions with the federal government.

A philosophy that works . . .

The continuing advancement of the essential interests of its field underwriters is fundamental in Equitable Life of Iowa operations.

Scientific selection, progressive and thoughtfully planned training, and an amplitude of field tested sales aids, are integral parts of a development program the merit of which has become more apparent annually.

As a natural result, Equitable of Iowa field underwriters are noted for the effectiveness of their services and held in ever-increasing esteem by prospects and policyholders.



Equitable Life of Iowa

Founded in 1867 in Des Moines

Given competitive rates and plans, along with the utmost in service and security to his clients, an agent is entitled to expect from his Company . . . a fair and liberal contract which will give him a permanent and vested interest in the business he writes.

This Company believes in and offers these things . . . its exceptional progress is evidence of this belief.

Independence of action is fundamental to the American Agency System.

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INSURANCE COMPANY • PHILADELPHIA 7, PA.

Established 1906

WILLIAM ELLIOTT, President

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Every Man His Own Actuary! "PRINCIPAL MORTALITY TABLES OLD AND NEW"

A pocket size (4½" x 11") 24-page reference booklet for Home Office or Agency.

Contains:

- Life Expectancies
- Death Rates
- A_x, a_x, N_x values
- Brief Histories

FROM 16 MORTALITY TABLES INCLUDING CSO

18 copies, \$1 ea.; 9-24, 90c ea.; 25-49, 80c ea.; 50-99, 70c ea.; 100 or over, 60c ea.

NELSON AND WARREN, CONSULTING ACTUARIES
915 Olive St., ST. LOUIS 1, MO.

LIFE AGENCY CHANGES

Meyer Goldstein to Equitable Society

Meyer M. Goldstein, who recently resigned as general agent of Connecticut Mutual Life in New York City effective March 31, has been appointed manager there for Equitable Society effective April 1.

The agency will be able to provide all forms of group insurance, as well as ordinary lines.

Mr. Goldstein started in life insurance as an agent for Northwestern Mutual in New

York City in 1931, later becoming manager of a branch of the agency. He became general agent for Connecticut Mutual in 1938. He created the combination ordinary life and self-administered pension trust plan which has since been widely adopted. He brought the agency from 40th place to a consistent second place. Mr. Goldstein is a life and qualifying member of the Million Dollar Round Table and is a C.L.U. He is founder of the Pension Planning Co. and continues as its director. His new office location will be announced shortly.

F. E. Walker Named Utah Selective Service Director

SALT LAKE CITY — F. Edward Walker, head of the Walker Insurance Agency, general agent for Mutual Benefit H. & A., United Benefit Life, and United Benefit Fire, March 1 becomes Utah director of selective service. Taking over the business of the Walker agency are Persyl Richardson and H. L. Garfield, its former assistant managers.

Mr. Walker has disposed of his business and will give his whole time to his new post.

Tallahassee G. A.

Frank W. Gamblin has been appointed as general agent for Pan-American Life in Tallahassee. He has been district agent in Starkville, Miss. He has been among the top 10 producers of the company for the past eight years. He is a graduate of the University of Mississippi and a C.L.U.



Mass. Mutual Names McDonald at Grand Rapids, Sundvahl at Tulsa

Massachusetts Mutual Life has appointed Bishop H. McDonald general agent at Grand Rapids and H. R. Sundvahl general agent at Tulsa. They succeed, respectively, Walter Jolley and Richard A. Hitton, both of whom will give their full time to personal selling.

Mr. McDonald, a graduate of Wooster College and a C.L.U., joined the com-



B. H. McDonald



H. R. Sundvahl

pany in 1940 at Youngstown, became a supervisor at Cleveland in 1947 and home office agency assistant last year.

Mr. Sundvahl attended Oklahoma University and received his law degree from North Texas law school in 1939. Before joining Massachusetts Mutual at Tulsa in 1945 he was with Skelly Oil Co., the FBI, and Douglas Aircraft.

H. C. Kenyon Heads New Home Life of N. Y. Agency

Home Life of New York has established a new agency at St. Louis, Mich., with Harold C. Kenyon as manager. Mr. Kenyon is a brother of Roy V. Kenyon, the late manager for Home Life at Grand Rapids. The new manager joined Home Life in 1937 and has been at Lake City, Mich. He has been a member of the Million Dollar Round Table for two years and in 1947 was the leading agent for the company, producing the largest amount in its history.

Lincoln Nat'l Names Dullea

Maurice E. Dullea has been named general agent in Fargo, N. D., for Lincoln National. He is a graduate of the North Dakota Agricultural College and before entering life insurance in Fargo was with the Department of Agriculture. He was an army captain in the war.

Cowser Named Manager

Reserve Loan Life has appointed Don G. Cowser as manager at Corpus Christi. He has been with the company

there since May, 1947. He was assistant superintendent for American National before entering the army.

Dub Grimm General Agent N. E. Mutual at Milwaukee

New England Mutual has advanced George L. Grimm to general agent at Milwaukee. He has been manager there for two years.

A graduate of the University of Iowa, Mr. Grimm entered the business 22 years ago. He joined New England Mutual at Chicago in 1941, served at the office as supervisor of field training, and returned to Chicago as agency assistant. He is a past director of Chicago Assn. of Life Underwriters and Chicago C.L.U.



G. L. Grimm

Hancock Names Two in N. Y. Group Office

John Hancock has appointed Anthony F. Noll, Jr. as assistant manager in the New York City group office. He has been manager of the St. Louis group office. He joined the company in the group department in 1945.

Russell L. Opdyke becomes manager of group service for Greater New York.



A. F. Noll, Jr.



R. L. Opdyke

He joined John Hancock in 1938 and has worked almost exclusively on field service matters.

Franklin Appoints Hale

P. Nolen Hale has been appointed general agent in McPherson, Kan., for Franklin Life. A member of the Kansas Leaders Round Table, Mr. Hale has been with the John Hancock.

Carl Holloway Retires

Carl J. Holloway, since 1942 manager for Western & Southern at Piqua, O., has retired after 35 years with the company. From 1931 to 1935 he was divisional superintendent of agencies and from then until 1942 manager at Louisville.

Howard A. McNeil has been named supervisor of the life department of the McKinnon & Mooney local agency, Flint, Mich. He is vice president of Flint Life Underwriters Assn.

Bankers National Life has designated Alvaro R. Calderon general agent for Puerto Rico. Mr. Calderon is executive vice-president and manager of the Anglo-Porto Rican agencies, which are adding a life department.

F. E. Witter has been named head of an office which National Life of Vermont has opened at Waukesha, Wis., in the Waukesha National Bank Building. Mr. Witter is a graduate of Carroll College at Waukesha and of the company's training school.

Hugh Morris of the home office group department of Northwestern National, has been transferred to Houston, where he will be claims manager.

SALES MEETS

Bankers of Nebraska Agency Heads Convene in Lincoln

The general agents of the Bankers Life of Nebraska met at the home office in Lincoln for their annual one week conference.

H. S. Wilson, president, reported that during 1948 new business produced amounted to a record \$38,000,447. This brought insurance in force to \$239,230,957.

C. H. Heyl, agency vice-president, presided. Other speakers were L. E. Corp, assistant secretary and registrar; W. E. Price, chief underwriter; Thomas H. Pansing, legal department; John H. Ames, vice-president and actuary; E. S. Wescott, agency assistant and sales promotion manager, Henry W. Fouts, agency assistant and supervisor of training and E. K. Peterson, agency secretary.



C. H. Heyl

Continental Has Cal. Rallies

General agents and leading producers of Continental Assurance from northern and southern California attended regional meetings at San Francisco and Los Angeles.

Principal speakers were Vice-president Howard Reeder, Resident Vice-president Ellis P. Schmidt, head of the Pacific Coast department, and John T. Grant, superintendent of agencies for California.

Lincoln National Life agents in San Antonio held a two-day conference with W. T. Plogsterth, from the home office,

Mass. Governor Raps Insurance "Complacency"

BOSTON — Governor P. Dever of Massachusetts, at a dinner given him by Insurance Society of Massachusetts, attended by about 1,000 insurance men, including a few company officials, declared that "the insurance industry in Massachusetts makes a fatal error of smug complacency" and that "New England is the only region in the land where investment interests of insurance companies are failing to cooperate for an enlightened social consciousness."

"I call upon the tycoons of the insurance industry, who invest the big money, to have faith in Massachusetts," he said. "They are showing a policy of shortsightedness and conservatism that may be devastating. What they grant in mortgages is woefully small. Why don't we have here a 'Stuyvesant Village' as in New York? New England money is going to South America, Mexico and the West. It would be better to put the money where you can see it work," he said.

Mortality Table Booklet Being Well Received

The booklet, "Principal Mortality Tables—Old and New" published by Nelson & Warren, consulting actuaries of St. Louis, is proving popular with life insurance agents as well as home office people, with college students specializing in insurance, and with lawyers interested in estate valuation or other uses of life expectancies.

Complete columns of death rates, life expectancies, Ax, ax, and Nx values and brief histories are given for 16 mortality tables ranging from the Northampton table to the 1937 standard annuity table, the CSO table, and Elston's 1939-44(5) table.

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To experienced producers we offer an unusually attractive direct general agents contract.

For full information write to
J. DeWITT MILLS, Superintendent of Agents

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NLRB Sifting Vast Array of Exhibits in N.A.L.U. Case

ATLANTA.—The regional office of the national labor relations board here is still engaged in going over the voluminous mass of material submitted by Mrs. Nola Patterson, Reliance Life, Atlanta, in support of her 186 charges that the National Assn. of Life Underwriters is a company union dominated by the companies directly and through their company organizations. The material submitted by Mrs. Patterson fills two file cabinets and the mere indexing of it constitutes a considerable task.

The administrator has held some preliminary conferences with representatives of the organizations accused in Mrs. Patterson's charges but has come to no conclusion as to whether it has a case and probably will not be in a position to decide for some weeks.

While Mrs. Patterson is the moving spirit behind the "Life Insurance Field Force," composed solely of soliciting agents and formed as a bargaining agency, the NLRB charges were filled by Mrs. Patterson personally and not by L.I.F.F. as a group.

Under the national labor relations law charges of unfair labor practices are filed at the nearest regional office of NLRB, in this case Atlanta. The regional office investigates the charges and if it decides they have any merit it tries to settle them informally with the employers involved. If this cannot be done the regional office issues a "complaint" along with a notice of hearing, usually for a date from two to six months in the future.

Hearing Is Public

This hearing is a public one, held before a trial examiner. A transcript of proceedings is taken. After the hearing the examiner issues an intermediate report.

Assuming that the findings are against the employer, he gets 10 days in which to comply. However, he is under no legal compulsion to comply. If he doesn't, the findings go to the national labor relations board at Washington and on the basis of the hearing record and the examiner's report the board issues a decision and order, if it agrees with the examiner's conclusions.

If the employer still doesn't comply with the board's order the board goes to the United States circuit court of appeals closest to the NLRB regional office involved and asks for an enforcement order.

OPPORTUNITY FOR ACTUARY

Large fast-growing southern company, licensed in 22 states, wants actuary to organize and supervise pension trust, group and salary savings department. Fellow of Society, not over 35 preferred. Good salary and excellent future.

Write to Box T-33, National Underwriter, 175 W. Jackson Blvd., Chicago 4, Ill., giving full details and recent picture, if available.

ment order. Or the employer may appeal to the circuit court of appeals for a review of the board's order. If the employer fails to comply with the circuit court's enforcement order it is guilty of contempt of court. However, it may appeal from the court's enforcement order and ask for writ of certiorari from the United States Supreme Court. A case that is carried all the way to the Supreme Court may take three or four years before it is finally decided.

Polio Insurers Discuss Underwriting and Claims

DALLAS.—At the second quarterly meeting of Polio Insurance Assn., with 70 in attendance, J. W. Badt, Century Life, treasurer of the association, led the discussion on underwriting practices. The chief topic was the advisability of having a waiting period after the issuance of a polio policy, with incidental discussion of the policy issuance date itself. Some companies date the policy as of the day it is written in the home office, or date of acceptance of the application, while other companies date from the day the application itself is written.

J. W. Rader, Reserve Loan Life, a director of the association, led the discussion of claims questions. It was decided to defer, until more experience could be gathered, the question of multiple claim forms to replace the one-sheet claim form generally in use. Other questions concerned the admissibility of certain kinds of equipment as chargeable under policies, depending upon whether they are merely appliances or for use in treatment of a polio case.

Finds Income Is the Big Factor in Persistency

An exhaustive study of persistency has been released by L.I.A.M.A. based on records 1942-47.

This study demonstrates that many of the assumptions implicit in most persistency rating charts are open to serious question, Dr. S. Rains Wallace, director of research, writes. The construction of a new chart is now in progress.

Females, the study shows, surpass the males in persistency by a wide margin, and the persistency of females is much less sensitive to the effect of other factors analyzed in this study.

Adult policies issued after a medical examination are more persistent than nonmedical. This effect is most marked in the lower income levels and, to a lesser degree, among females.

Substandard adult policies have low persistency.

Marital status has little, if any, effect upon persistency in the lowest or highest income groups. Married males at the medium income level have a higher persistency. This is an example of a factor whose potency has been overestimated because of its relation to income.

Age has a slight and erratic effect. Older females are very slightly superior in persistency. Males below age 25 have a low persistency. The relation of age to income has caused many to overestimate its effect upon persistency.

Amount of policy has little influence on persistency. Smaller size policies tend to show relatively higher persistency than larger among the lower income groups and among females. In the higher income levels, there is no relationship. Most of the apparent effect of amount of policy upon persistency springs from its relation to income.

The persistency of juvenile policies is uniformly high and is relatively insensitive to the influence of other factors. Sex of the premium payer has little influence on persistency. Factors which definitely influence persistency of juvenile policies are: income of premium payer, mode of premium payment, amount of policy, and agent termination.

Dow 2d Vice-President of Equitable Society

Charles W. Dow has been appointed a second vice-president of Equitable Society. He was with Cities Service Co. at Denver and New York and joined Equitable in 1935, as manager of industrial securities investment department. He graduated in 1929 at Iowa State College.

W. A. R. Bruehl, Jr., Cincinnati general agent, was presented with a handsome watch at a testimonial luncheon, by Alan B. Doran, assistant vice-president of Home Life. Mr. Bruehl joined

Home in 1907 and is its oldest general agent in point of service.

R. A. W. Bruehl, the present general agent's grandfather, began this earliest Home Life agency in 1861, just nine months after the company was organized, and the father of the present general agent, W. A. R. Bruehl was connected with the company for 45 years until his death in 1947.

This family has thus far given a total of 122 years in service to Home Life.

C. V. Parkinson Associates has been named to expand the newspaper advertising of Equitable Society.

PROMPT SERVICE with Complete Brokerage Facilities

DOUBLE FAMILY INCOME BENEFIT (\$20 monthly income per \$1000)

MORTGAGEREDEMPTION PLANS — geared to F.H.A.

PENSION TRUSTS — with Life Insurance or 100% on Deferred Annuities

INSURANCE ON SELECTED DIABETICS

UP TO \$200,000 SINGLE PREMIUM on Life, End. and Annuity Plans

LOW TERM RATES on 5, 10, 15 and One Year Renewable Plans

FAMILY INCOME TO AGE 65 — also regular 10, 15 and 25 year F.I.B.

FOREIGN TRAVEL and RESIDENCE COVERAGE.

PARTICIPATING and NON-PARTICIPATING RATES

INSURANCE IN FORCE 1,143 MILLION DOLLARS (Including Deferred Annuities)

ASSETS, 366 MILLION DOLLARS

THE MANUFACTURERS LIFE COMPANY

HEAD OFFICE • TORONTO, CANADA

Headlines of Progress

With the sales of new insurance amounting to \$24,367,292 and exceeding the 1947 figure by 11%, insurance in force increased to \$195,561,126. The Company's average size policy reached a point unequalled in the past seventeen years.

Assets increased \$2,843,584.31, totaling \$53,261,353.66 at the year's close.

The addition of \$2,285,982.12 to policyholders' reserves during the year increased these funds to \$43,944,096.86.

Surplus increased \$328,402.36. Surplus, voluntary reserves, and capital now total \$2,903,713.42.

Payments to policyholders and beneficiaries amounted to \$2,632,253.61 during the year, increasing the total of such payments since the Company's organization to more than \$77,500,000.

ATLANTIC LIFE INSURANCE COMPANY

Organized 1899

Richmond, Virginia

A Progressive Agency Minded Company

Sales Ideas and Suggestions

Well-Off Farmers Neglected By Main Street Agents

The farmer is better able to purchase life insurance and has more need for the coverage than ever before, yet there are indications that the farm market has been only faintly and haphazardly scratched in many localities. Reading between the lines of recent life insurance sales surveys, it would appear that the greatest sales gains during the past year were in states which are largely rural. On the other hand, decreases in business written during the year were the rule in every one of the large cities. Such a result is logical, because farmers have been relatively better off than industrial workers or white collar workers in the city districts. Yet, there has not been a concerted, conscientious effort to canvass rural areas selling life insurance and A. & H. coverages.

The exception to this observation is the farm bureau life companies which operate in only a handful of the states. The other life companies could well take a leaf from the farm bureau book in the cultivation of the farm field. Illinois, for example, is a state in which the farm bureau company, Country Life, has reaped a considerable harvest from a systematic cultivation of this farm market. Country Life has enough agents in each county, so that every member of the Illinois farm bureau can be visited by an insurance agent twice a year. In addition, a considerable percentage of the non-member farmers are solicited for life insurance each year. In many localities, these agents have no competition from other life insurance companies.

No "City Slickers" Wanted

Now, nobody will advocate that agents born and bred in the big cities swarm out of these centers and descend upon farmers at the other ends of their states. With a few exceptions, it takes a man with a rural or small town background to successfully sell the farmer. The stories about how cold farmers are to "city slickers" have some foundation in a business as dependent upon favorable psychology as life insurance sales. The life insurance agent has to have enough familiarity with what the farmer is doing to evince an intelligent interest in

his problems, to "talk his language" and most importantly, to form some idea of what his prospect is worth.

Of course, the finest looking farm might be mortgaged to the hilt, but, generally speaking, the physical appearance of a farm will be a pretty good index to the quality of the insurance prospect. Helpful in this connection is ability on the part of the agent to evaluate the economic outlook for his prospect. Currently feeder farmers who fatten cattle which have gotten their start on western ranges, are not the good prospects that they were a few months ago. General farmers, whose acreage is diversified, are likely to be faring better, and dairy farmers are still doing very well indeed.

In short, the agent who writes farmers must have enough grass roots knowledge of farm economy to be able to plan his prospecting without driving endless miles through the mud on fruitless cross-country jaunts to farmers who are not prospects at all. There has been recently a turn downward in the income of farmers, with the market falling off for grains, meat animals and their other products. However, farmers are protected by government subsidies from substantial losses and have built up such a backlog of actual cash that they will be in a favorable position to buy life insurance for several years to come, even if the economy should take a considerable tumble.

Those familiar with the farm market, opine that the slight turn downward in the farmer's financial situation, actually is an aid to insurance sales. Many farmers have spent tremendous amounts of money on new equipment, on automobiles, refrigerators and other expensive hard goods and now that things begin tightening up, they get a little frightened and begin to fear that if they do not start saving now, they will have nothing to tide themselves over possible lean years. When the prospect is in this frame of mind, it is fairly easy for him to realize the value of life insurance as a form of saving, and as a form of hedging against the future.

Those agents who solicit farmers find

a lively market for mortgage retirement insurance. They find that farmers are at least as interested as city people in providing education for their children. The 4-H movement, the amazing growth of the agricultural colleges since the war, have made the farmer conscious that his sons can well use a college education if they are to compete with the other scientifically trained farmers.

Market for Small Towns

Though it is not the big city agent who should be thinking about the farm market, there are a number of agents in semi-rural and small town environments who could number farmers as clients if they would drive a few miles out into the country. As one insurance sales executive put it, "It is hard to get our agents, even in the smallest towns, to stop concentrating on Main street and to get out into the outlying sections of the town and the country to see farmers." Along Main street, these agents can pick up numerous leads from local merchants and professional men as to which farmers in the vicinity are doing well enough to be in the market for insurance.

There are many life agents in small towns who also do a general insurance business. For them, farm business is even easier to write. One of the best talking points these days, are the large court judgments which are being assessed against farmers in liability cases. Before the war, a farmer seldom had a judgment of any size passed against him, because juries were almost universally of the opinion that every farmer was a poor man, barely able to survive on his income, let alone pay court damages. Juries today know that the farmer is a relatively rich man and well able to afford insurance.

Life Programming "Don'ts" Are Listed

Some important "don'ts" in life insurance programming were listed by Hubert Davis, production manager of the C. B. Knight agency of Union Central, New York, before an educational meeting of the Life Underwriters Assn. of the City of New York. The meeting was sponsored by the Life Underwriters Training Council.

"When talking income, don't mix it up with capital," Mr. Davis said. "Don't give too much or too little service; don't confuse policy auditing with programming; don't tell a client his wife won't be able to handle money; don't try and stretch a little insurance over a long period; don't make a program rigid and inflexible; and don't create complicated setups."

In addition Mr. Davis said it is necessary to have a knowledge of trust treatment and don't say a settlement option is the only way of providing income. He told his audience not to overlook the value of the interest option with right to withdraw.

His two concluding "don'ts" were: "Don't promise a lot and deliver a little, and don't take yourself too seriously."

Mr. Davis was one of a panel of insurance experts who are also instructors of the L.U.T.C. course. John H. Evans, manager, Home Life, was chairman. He pointed out that insurance is a convenient unit of purchase, a systematic method of savings, an installment purchase without risk of loss and a guaranteed investment. He also emphasized that it has marketability, value as col-

lateral, brings a fair return, gives stability of income and has a favored tax status.

Juvenile Market Now Rich Source

Earl M. Schwemm, Great-West Life manager, recounted at the Saturday morning forum of the Chicago Assn. of Life Underwriters some of the reasons why juvenile has been a rich source of business for his agency.

With the marital deduction, the amount of gifts to a child can now be doubled. The grandparent with no surviving spouse gets no split tax break and Mr. Schwemm and his men concentrate on getting grandparents to make direct gifts to children in the form of life insurance. Juvenile insurance is a persuasive item for a wife to consider in the case of her death. If her husband remarries, her children may get very little from their father. Mr. Schwemm's men point out that the great improvements in mortality and longevity may eventually force the companies to increase rates. Those who buy juvenile insurance today for children are buying at the bargain of today's longevity tables, which may well be out of date by the time the children are buying insurance.

Longer Dependency Period

He said there is more need for juvenile today because the dependency period of children has been lengthened through college. The child of today faces a tougher economic situation, as far as the accumulation of savings goes, and must be lifted up upon the shoulders of his parents.

Mr. Schwemm added that juvenile makes excellent business for agents because there are few rejections. The sale of juvenile has proved a quick break-in for new salesmen, and an opportunity to cut in on other agents who have missed the sale of juvenile to their clients. He indicated that the average man is more willing to talk about the financial status of his children than his own situation. The sale of juvenile avoids the danger to any agent that the average age of his prospect will rise with his own age.

Brown on Business Cover

The other speaker also quoted from his own experience. He was Edward Brown, assistant manager for Metropolitan at Berwyn, who, as a debit agent, has scored a success in business insurance cases. He keeps a sharp lookout for business insurance possibilities along his debit. He has been successful in developing information which led to the writing of business cases from housewives. He has found that the women are most influential in wanting their husbands to have made business insurance agreements.

Mr. Brown has gotten considerable business from cold canvass. He tries to get almost complete facts upon the prospect's business situation before he approaches him and then often asks the question, "Mr. Prospect, would you sell your business for one-half its value?"

The prospect of course answers in the negative and Mr. Brown proceeds to tell him that that is quite possibly what will happen to his business if he does not have a buy and sell agreement in force in event of his death.

Mr. Brown pointed out that where only one or two men in a firm are insurable, it is still a prospect, because payment arrangements to the non-insurable men can be worked out to match the insurance premiums.

LIMITLESS OPPORTUNITY

An Agency conscious company, with a rate book full of complete coverage including non-medical juvenile contracts from birth, provides a most satisfactory working agreement for available field men. Once a Scranton man always one—Ask any Scranton Life Field Man Why.

GENERAL AGENCY TERRITORY AVAILABLE IN PENNSYLVANIA AND MARYLAND.

SCRANTON LIFE INSURANCE CO.

SCRANTON, PA.

ROBERT MERRIMAN, President

In the West it's
WEST COAST LIFE
INSURANCE COMPANY
HOME OFFICE • SAN FRANCISCO

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11 New Aids Given Union Central Men

Eleven announcements designed to help the agent double his production in 1949 were announced at the national convention of Union Central at San Antonio:

1. A 50% increase in previously published tabular limits of retention. Maximum retention will now be \$150,000. Reinsurance facilities permit cases up to \$500,000 to be underwritten.

2. A new term to 65 policy was announced, convertible to age 55.

3. Non-medical, formerly limited to cities of less than 500,000 can now be written in all territories where such applications are permitted by law on ages 0 to 40. Maximum is \$10,000, with \$5,000 maximum in one year.

4. A new, simplified juvenile application.

Single Premium Endowments

5. A complete series of single premium endowments, including 10, 15, 20, 25, and 30 year endowments, as well as endowments at 60, 65, and 70.

6. A new retirement income at 55 plan.

7. A liberalized, streamlined salary savings program, with a thoroughly tested procedure and technique planned to enable agents to make the most of this market.

8. A life income option with five years certain.

9. Liberalized height and weight tables.

10. A new procedure in medical underwriting to eliminate amendments whenever possible.

11. Appointment of the Ralph H. Jones advertising agency of Cincinnati and New York, to assist Union Central's sales promotion department in the preparation of literature and other sales aids to help agents in their work in all markets.

Wendell F. Hanselman, vice-president and superintendent of agencies, reviewed all announcements made during the convention and showed how a \$250,000 producer, by making only a reasonable use of all the new features announced, could raise his production to \$2.1 million a year. He conceded an element of daydreaming in this but made it clear that the changes can mean much to the agent who takes advantage of them.

Welcomed by Wiedermann

Ben A. Wiedermann, general agent in San Antonio, welcomed members of the convention.

The talks of President W. Howard Cox and Secretary R. S. Rust were reported in last week's issue.

Chairman Butler of the Texas board of insurance commissioners was a special guest. He was introduced by Union Central Vice-president John A. Lloyd.

President of the Half-Million Dollar Club, leading personal producer for 1948, Robert G. Wall, Jr., New York City, and the vice-president of the club, Samuel M. Sitomer, also of New York, were introduced and responded with short talks.

Union Central's highest award, the Jerome Clark award for agency achievement and development over the past year, was presented to Fred H. Miller, manager in Grand Rapids. William H. McGrath, manager at Columbus, O., was runner-up.

James C. Malone, president of Retail Credit Co., spoke on the part his firm is playing and the plans they have in helping agents of life companies.

Assistant vice-president Harold P.

Winter, who received an enthusiastic ovation, said: "One thing we expect is for every agent attending this convention to open at least one salary savings franchise before the close of the year."

Assistant Actuary Edward A. Dougherty announced the new term to 65 policy. He was followed by Elmer Grandson, manager at Chicago, who described the many varied sales applications of this new plan.

Elmer O. Bierbaum of Cherokee, Ia., the company's most consistent personal producer, outlined his methods and ideas for consistent production. Dr. W. D. Hickerson, assistant medical director, who has been placed in charge of reviewing all medical amendments before they are sent to the field, explained to his audience the manner in which he intends to go about cutting down the number of amendments to be sent in the future.

A panel group composed of Assistant Superintendents of Agencies Fred W. Gusweiler, Harrison P. Warrener and Clyde W. Ferguson, and Director of Sales Promotion Myron Jones announced the new five-year certain life-income option; the new retirement income at 55 policy; a new table of cash values beyond the 20th year, and the complete new series of single premium endowments.

Another speaker was President Paul S. Ranck of the New York City agency.

Lincoln National Promotes Nine

Lincoln National has advanced Lee Wilks, assistant secretary and manager of the claim department, to assistant vice-president; Ray E. McCull, Gordon C. Reeves, and Allen C. Steere, all formerly assistant counsel, to assistant general counsel; Everett R. Crilly, manager of the tax department, and John Phelps, reinsurance supervisor, to assistant secretaries; Frederick W. Clark, Walter W. Steffen, and Gathings Stewart to assistant actuaries.

Mr. Wilks is a graduate of University



G. C. Reeves

Ray E. McCull

of Michigan, where he studied actuarial mathematics. Last year he was vice-president of the International Claims Assn.



A. C. Steere



E. R. Crilly

Mr. McCull is a graduate of University of Michigan law school and was

formerly in law practice in Fort Wayne. Mr. Reeves joined Lincoln National Life immediately after graduation from University of Michigan law school.

Mr. Steere joined Lincoln National in 1934 after having been in law practice for several years in Fort Worth.



John Phelps



F. W. Clark

He is a graduate of the University of Texas law school.

Mr. Crilly served in the issue department and was assistant agency auditor



W. W. Steffen



Gathings Stewart

before being named manager of the newly-created tax department in 1943.

Mr. Phelps is a graduate of University of Michigan, where he majored in

actuarial science and business administration.

Mr. Clark studied mathematical science at Oregon State College and Iowa State College and joined Lincoln National in the Royal Union branch in Des Moines in 1934.

Mr. Steffen is a graduate of University of Michigan, where he studied actuarial mathematics.

After graduation from Southern Methodist University, Mr. Stewart received his M.B.A. degree from University of Michigan, where he studied actuarial mathematics.

Messrs. Phelps, Clark, Steffen, and Stewart are fellows of both actuarial bodies.

Slate Townsend Feb. 28

Speaker before the closing session Feb. 28 of the management clinic series conducted by Indianapolis General Agents & Managers Assn. will be Frank M. Townsend, manager for Connecticut General, Chicago. He will summarize the material developed in the series of 17 weekly discussions, which together with a similar series at Dallas, has been run as a pilot course which may form the basis of recommendations by the managers committee of N.A.L.U. for the establishment of similar courses throughout the country next year. The Indianapolis course has been under the direction of Paul Speicher, R. & R.

Error in N. Y. Life's Gain

New York Life's insurance in force figures, shown on page 24 of last week's issue, erroneously indicated a 1948 gain of more than \$1½ billion because the 1947 figure was incorrectly shown as \$1 billion too low. Insurance in force at Dec. 31, 1948, was \$9,539,584,229 and a year earlier was \$9,063,604,614.

FIDELITY

THE COMPANY BACK OF THE CONTRACT



Your Life Insurance Almanac

The calendar of life is marked by milestones. Marriage, children, promotions, increased income, home ownership—are normal, expected human events . . . each creating new life insurance needs.

To help the client anticipate these needs is the function of the life underwriter. Significantly, 81% of Fidelity's foremost underwriters now use Fidelity Personal Estate Plans as a guiding almanac in Estate Planning.

The FIDELITY MUTUAL LIFE INSURANCE COMPANY

THE PARKWAY AT FAIRMOUNT AVENUE
PHILADELPHIA • PENNSYLVANIA

LEGAL RESERVE FRATERNALS

Midkiff of W.O.W. Dies in Chicago

T. W. Midkiff, president of Woodmen of the World, Denver, died suddenly in Chicago Monday, where he was on a business trip with his wife.

He was born Sept. 28, 1886, in East St. Louis and moved to the state of Washington in 1900. In 1909 he went to Great Falls, Mont., where he was in the insurance and investment business until 1941. In that year he was elected president of W.O.W., of which he had been a member since 1905 and had held many minor offices. He had been a director since 1928.

Mr. Midkiff had been active in National Fraternal Congress and was its president in 1948. He was grand chancellor of Knights of Pythias in Montana and was also an exalted ruler of Elks at Great Falls. Services will be held Friday at Great Falls.

Aid Assn. Field Men Meet with Home Office Men

A series of sales conferences with the home office agency staff is being conducted at the home office in Appleton, Wis., by Aid Assn. for Lutherans, presided over by Herbert G. Benz, agency director, and participated in by President A. O. Benz and other executives. The series was started in the middle of February and will continue well into May.

From two to four agencies are brought together at each two-day meeting, with identical programs including a tour of the home office and discussions led by E. C. Herzfeldt, manager certificate holders' service department; O. G. Schirm, manager new business department; Dr. L. E. Haentzschel, medical

director; Walter L. Rugland, actuary; V. G. Zaremba, sales promotional director; Ira L. Lecy, sales training director, and E. G. Bartz, manager agency accounting department.

Aid Assn. hit the all time record total of \$57,612,577 of new life business last year and the current conferences are designed to plan for another record total in 1949.

Illinois Congress Reelects All Officers at Chicago

All officers of Illinois Fraternal Congress were reelected at the annual meeting in Chicago Tuesday. John C. Phillips of Modern Woodmen, Rock Island, is president and R. H. Matthias of the Ekern, Meyers & Matthias law firm, Chicago, is secretary.

Phil S. Hanna, financial writer of Chicago "Daily News," discussed the question of life companies disposing of low yield governments and making higher yield investments. He said life companies' record of bond purchases in the war was outstanding, but now he feels they are entitled to protect themselves against low interest rates, and must do so to assure carrying out policy commitments. Mr. Hanna found the present federal policy a spendthrift one.

Dr. J. O. Christianson of University of Minnesota spoke on "Rediscovering America". Mrs. Jeanie Willard, Woodmen Circle, Omaha, president National Fraternal Congress, extended greetings and Otto Hanson, secretary of Svitiod, Illinois Congress vice-president, responded. The invocation was to have been given by T. W. Midkiff, president W.O.W., Denver, who died in Chicago Monday.

A panel on lapsations and cash outs was conducted, with final comment by A. O. Benz, president Aid Assn. for Lutherans, Appleton, Wis. He said the time to lick such evils is when the certificate is sold.

Rhodes Elected President of New York Congress

NEW YORK—C. W. Rhodes, Workmen's Benefit Fund, was elected president of the New York Fraternal Congress at its annual meeting here succeeding Mrs. Rubyanna Koenig, Royal Neighbors. The new first vice-president is Stanley Czaster, Polish Union; second vice-president, E. R. Deming, Jr., Unity L. & A. L. J. Bayley, Unity, was reelected secretary-treasurer. Warren B. Benedict, Modern Woodmen, was named permanent counsel by the congress.

Superintendent Dineen of New York and his deputy, Walter F. Martineau; Pennsylvania deputy commissioner Oscar A. Kottler, Everette Hunt, secretary Insurance Federation of New York, and Homer Teamer, secretary Pennsylvania Federation, spoke. Jeanie Willard, president National Fraternal Congress, gave greetings and installed the new officers.

Group Policies Are Denied to Fraternals in Wis.

MADISON, WIS.—Fraternal benefit societies are not permitted to issue group life policies under the Wisconsin insurance statutes, Attorney General Fairchild said in an opinion given Commissioner Lange. A benefit society must have a lodge system with a ritualistic form of work, and the inherent qualities of a benefit society are opposed to the group plan, the attorney general held. If it issues group policies, a society would lose its status.

Correction on Gleaner Figures

Gleaner Life had an increase in assets during 1948 of \$417,504 while surplus to policyholders stands at \$708,584. Figures for these items were incorrectly shown in a recently published tabulation.

Pension Plan Survey Results

(CONTINUED FROM PAGE 2)

where the plans are noncontributory the company makes the total contributions.

In nine plans, seven of which require agents' contributions and two of which are noncontributory, the company permits additional voluntary contributions from the agent, usually limited to the amount of compulsory contributions, if any.

One Year Waiting Period

Thirty-seven of the 78 companies have a one year waiting period on eligibility. The next most popular basis is two years. Other waiting periods varied from 20 years to three months. Thirteen of the 19 companies, which require no contribution from the agent, have no waiting period. Most pension plans treat all full-time agents as eligible under the plan.

In all but five companies the normal retirement age for males is 65. In four companies the normal retirement age is 60. The most popular optional retirement age is 60 years—37 companies. The next most favored age is 55 years—17 companies. In many plans, however, a service period is attached to the optional retirement age. Fourteen companies have no optional retirement age.

In 23 plans the company's contribution does not vest until the normal retirement age of 65. Other plans vest at ages 50, 55, or 60, while still other plans vest at varying periods after 10 to 20 years of service. In seven plans there is a service clause attached to the age limit. Two plans do not vest on retirement, apparently for the sole reason of avoiding the problem of treating the value of the company's contribution as income for income-tax purposes in the year such contributions vest. When the company contributions vest in the agent prior to the normal retirement age, it is common to provide for the vesting to be on a graded basis.

Thirty-seven companies provide plans with some past service benefit; 35 do not provide these benefits. The most popular method of providing past service benefits is by a back-dating of the company's formula.

Renewal commissions that do not represent service fees should not affect the agent's pension, Mr. McKinney says. Nor should an agent be barred from writing business in order to receive a pension.

Interstate Compact Idea Is Pursued by Stone

(CONTINUED FROM PAGE 3)

state compact would have the sanction of Congress to engage in its joint regulatory activities and would give the compact a binding force of federal as well as state law, would result in economies and greater effectiveness of regulation for the states. The individual commissioner would retain most of the responsibility for developing joint policies and programs, but he would have colleagues from other states to discuss proposals in the legislature.

Gets Up Draft of Compact

Mr. Stone prepared a proposed draft of a compact providing that each state should appoint two representatives to an interstate commission, one being the insurance commissioner and the other a legislator. There would be elected a chairman and vice-chairman, it would receive rate filings, etc., and give advisory opinions on them. The commission would fashion proposed legislation, advise administrative agencies in regard to insurance problems, serve as a joint agency in dealing with the federal government. There would be created an advisory committee consisting of insurance company representatives, rating organizations, National Assn. of Insurance Commissioners, etc. The cost would be

pro rated among the states under a formula based on population and insurance premium revenue.

Recession Trend Tests Debit Ordinary

(CONTINUED FROM PAGE 1)

policyholders but infrequently. In his monthly visits, the debit agent is in a position to drive home the importance of life insurance and the inadvisability of cutting insurance corners. Of course, where the economic standing of the family is in serious jeopardy, the life insurance agent as an honest adviser, must face the problem realistically.

Debit Agents Well Equipped

Never have debit agents been as young, vigorous and well trained as they are today. They are equipped not only to collect, and to sell, but to program life insurance, to advise on taxes, social security and insurance contracts in the same manner that a good ordinary agent does. They have the faith of their policyholders, and have performed a number of services to justify this faith. There are those who feel that a recession, if it is not too severe, will perform an actual service to combination company business, because it will weed out over-insurance and leaven the market. Industrial business may replace some group insurance protection lost by workers who are forced into new or irregular employment.

Of course, many debit men operate among white collar workers. Here prospects are good, because these workers can afford ordinary coverage where in inflationary times they honestly could not spare the money from their relatively fixed income. Economic trends may return the debit emphasis to the white collar classes from the laboring classes who received the lion's share of cultivation in the boom period.

Experts Give Answers at U. of Illinois Institute

(CONTINUED FROM PAGE 8)

as others hear them, to correct speech defects, to teach sales talks, to practice sales talks, and to bring outside talent into the training program without expense.

"Auditory aids are not a training program," he emphasized, "but are a valuable adjunct to training plans which has been neglected by managers while they attempt to use far more complicated and costly aids." Auditory aids, he concluded, are within the cost reach of every size agency, "from two-man to 100."

Dr. Frank H. Beach, associate professor of marketing at the university, author of textbooks on selling, and a former life insurance agent, cited as the three major faults of the average salesman the fact that he doesn't play the law of averages, doesn't plan his work and work his plan, and doesn't think success.

Calls "Ideal" Concept Vicious

"The current philosophy that the ideal recruit is 31, married, and has one child is vicious in its results," said Mr. Nothelfer. "It's vicious because it means that too often we are recruiting men who are failures in other lines while the good men just out of college go into other work and, if they have ability, stay there. In our agency, except for a little desperation recruiting during the war, we have concentrated exclusively on the young man just out of college. Only two men in our agency have ever been in any other business." The young college man, according to Mr. Nothelfer, takes more work on the part of the manager and he doesn't turn into a big producer in a year or two, but he builds a solid agency.

Mr. Cahill outlined effective methods of follow-up on training. "A plan and weekly-report book is the key to good supervision," he declared, "and only by means of it can you spot training weak-

ROYAL NEIGHBORS OF AMERICA

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Proceedings were recorded and will be published by the business management service department of the university.

Says Company View on 1948 Revenue Act Impedes Sales

Agents do not take advantage of the sales opportunities created by the 1948 revenue act because the companies have taken a negative attitude in promoting its use, Denis B. Maduro, New York City lawyer, said at the educational forum of the New York City Life Underwriters Assn. Home offices, he said, have been issuing directives telling the agent why he shouldn't tell his prospects to take advantage of the marital deduction, and why they shouldn't disturb existing agreements instead of pushing the sales opportunities the tax law presents.

Among the suggestions of Arthur Block, law professor at Brooklyn Law School, who discussed wills, was that clients consider filing their wills with the surrogate's court to prevent their being destroyed by persons who hope to get more money through intestacy. He also suggested that all property be inventoried and its location stated on a paper which should be filed with the will. This, he said, will enable the survivors to avoid the necessity of going on a treasure hunt to locate the property willed to them.

The taxation of stockholders agreements was discussed by Milton Young, New York attorney. Attendance at the meeting exceeded 400. Solomon Huber, New York City general agent of Mutual Benefit Life, and John H. Evans, manager Home Life of New York, were moderators.

150 Attend A. & H. Kansas Congress

About 150 attended the luncheon meeting opening the sales congress of Kansas Assn. of A. & H. Underwriters at Wichita, at which Don Compton, vice-president of Combined of Chicago, National association speakers bureau chairman, spoke on "The Other Side of the Rainbow." Special guests included Commissioner Sullivan of Kansas who gave a short account of the future of the A. & H. business in Kansas as he sees it; Dr. Malcomb E. Galvin, president Wichita Dental Society; Dr. Willard J. Kiser, Sedgwick County Medical Society; Hal M. Black, attorney; L. D. Carter, president Wichita Life Underwriters Assn.; Mary Helen Bandel, president of Insurance Women of Wichita; and Henry V. Schott, secretary Wichita Assn. of Insurance Agents. Claude W. Jackson, Interstate Assurance, president of the Kansas association, welcomed the guests, who included a goodly number from over the state, and Bert A. Hedges, Business Men's Assurance, general chairman, introduced the speaker.

Mr. Compton admitted there are many faults in the A. & H. business today and charged the agents "to explain the efforts of our industry in terms that laymen can understand"—to "tell them through every source available to us what our industry nationwide is attempting to do for the public in writing accident, health, hospitalization, medical and surgical care insurance, in other words—personal insurance."

E. L. Mack, Provident Life & Accident, program chairman, presided at the afternoon session. He announced that the Kansas association ranked first in the nation in percent of membership increase and gave credit to Robert Hawk, Commercial Casualty, membership chairman. New members of the Leading Producers Round Table were introduced.

Dr. A. L. Ashmore, president Sedgwick County Medical Society, spoke on

Companies' 1948 Year-end Figures Are Shown

| | Total Assets | Increase in Assets | Surplus to Policy-holders | New Bus. 1948 | Ins. in Force Dec. 31, 1948 | Increase in Ins. in Force | Prem. Income 1948 | Benefits Paid 1948 | Total Disburs. 1948 |
|-----------------------|-------------------------|------------------------|---------------------------|---------------|-----------------------------|---------------------------|------------------------|------------------------|------------------------|
| American Home | 4,361,241 | 393,415 | 300,000 | 4,108,709 | 24,480,113 | 2,357,793 | 694,415 | 175,837 | 509,533 |
| American Standard | 4,156,826 | 58,840 | | 45,000 | 12,416,392 | 1,331,500 | 305,194 | 240,446 | 485,909 |
| Baltimore Life | 34,222,353 | 3,264,201 | 2,109,529 | 25,283,083 | 190,601,210 | 8,424,958 | 6,376,005 | 2,340,039 | 5,215,638 |
| Central Life, Kan. | 466,037 | 11,976 | 7,648 | 163,727 | 5,118,650 | —172,205 | 61,989 | 102,356 | 162,769 |
| Coastal States | 1,929,637 | 525,156 | 375,384 | 15,196,874 | 32,441,023 | 7,299,553 | 1,020,431 | 88,376 | 702,860 |
| Colonial Life | 38,521,957 | 2,877,533 | 1,870,265 | 33,434,832 | 214,338,634 | 15,166,243 | 7,227,652 | 2,601,750 | 5,824,066 |
| Constitution Life | 8,079,604 | 472,344 | 1,049,132 | 26,796,729 | 56,086,221 | 11,745,951 | 2,799,758 | 863,586 | 2,702,611 |
| Continental Assurance | 126,880,508 | 24,268,796 | 13,303,796 | 22,473,713 | 1,051,147,006 | 181,290,870 | 37,670,756 | 13,203,499 | 23,880,929 |
| Federal Life & Cas. | 3,953,760 | 225,603 | 922,600 | 3,006,773 | 12,517,503 | 1,672,388 | 324,577 | — | 3,071,285 |
| Fidelity Mutual, Pa. | 218,047,211 | 11,651,983 | 8,830,248 | 61,819,196 | 593,286,883 | 35,575,116 | 20,276,618 | 13,390,125 | 20,914,912 |
| Globe Life | 5,741,554 | 458,537 | 528,366 | 2,251,010 | 32,851,441 | 1,068,486 | 739,734 | 220,308 | 478,844 |
| Great Lakes | 204,052 | 27,334 | 8,552 | 5,113,003 | 6,979,828 | 1,605,876 | 106,074 | 29,674 | 85,722 |
| Hoosier Farm Bureau | 4,924,568 | 1,180,068 | 435,299 | 11,657,497 | 55,024,133 | 8,292,231 | 2,078,940 | 597,824 | 1,239,054 |
| Illinois Bankers | 30,862,977 | —81,126 | 1,863,830 | 12,565,848 | 123,305,232 | 3,381,420 | 2,738,243 | 2,140,450 | 5,185,978 |
| Imperial, N. C. | 14,192,098 | 2,151,987 | 903,909 | 25,644,569 | 104,293,888 | 8,235,098 | 3,866,698 | 591,785 | 2,801,007 |
| John Hancock | 2,464,642,101 | 235,678,329 | 173,074,280 | 1,852,081,373 | 9,893,597,091 | 864,224,566 | 384,192,482 | 167,680,748 | 266,324,206 |
| LaFayette Life | 13,437,470 | 1,222,812 | 845,741 | 11,560,155 | 68,732,253 | 6,552,914 | 2,040,452 | 607,444 | 1,560,946 |
| Lamar Life | 34,699,184 | 2,785,477 | 1,800,009 | 13,945,421 | 127,859,567 | 7,853,187 | 3,693,629 | 1,324,552 | 5,778,044 |
| Midland Mutual | 59,992,415 | 3,400,267 | 4,587,252 | 19,280,393 | 193,420,472 | 9,962,208 | 5,887,681 | 3,074,273 | 5,448,034 |
| Mutual Trust | 101,465,864 | 7,590,551 | 8,082,387 | 32,744,643 | 350,583,024 | 14,435,841 | 11,268,056 | 5,237,668 | 8,820,406 |
| National Old Line | 3,345,741 | 481,779 | 389,571 | 9,704,890 | 30,158,483 | 7,536,660 | 865,897 | 89,181 | 610,665 |
| Northern, Canada | 20,666,999 | 1,394,128 | 1,170,542 | 15,258,156 | 107,061,893 | 9,188,559 | 2,420,172 | 1,116,348 | 2,236,395 |
| Pioneer Mutual, N. D. | 16,501,161 | 850,283 | 1,025,384 | 4,440,890 | 1,314,868 | 1,389,070 | 1,000,027 | 1,591,444 | |
| Provident L. & A. | 49,109,718 | 6,230,404 | 16,687,362 | 100,170,382 | 560,857,403 | 7,583,562 | 2,895,105 | 25,942,262 | |
| Provident Mutual | 594,873,013 | 25,268,889 | 33,293,681 | 103,154,540 | 1,312,476,280 | 48,157,069 | 40,337,142 | 31,773,849 | 53,340,351 |
| Superior Life, Pa. | 2,796,117 | 319,353 | 917,219 | 18,709,389 | 25,693,273 | 3,990,314 | 2,047,713 | 634,448 | 1,804,521 |
| Texas Prudential | 14,812,507 | 1,785,602 | 1,370,179 | 37,009,606 | 140,138,063 | 9,329,890 | 3,987,029 | 826,123 | 2,920,772 |
| United Benefit | 100,636,480 | 17,121,129 | 6,945,828 | 161,695,910 | 697,258,132 | 53,420,852 | 23,744,940 | 4,802,269 | 12,012,427 |
| United L. & A. | 22,080,595 | 1,408,161 | 3,280,889 | 12,733,919 | 94,701,391 | 7,709,195 | 2,428,179 | 1,061,693 | 2,002,953 |
| Victory Life | 18,519,639 | 1,531,927 | 1,438,927 | 12,812,956 | 84,881,290 | 7,428,511 | 2,285,349 | 633,929 | 1,527,612 |
| Wisconsin National | 18,209,313 ¹ | 1,365,536 ¹ | 1,746,674 ¹ | 11,575,241 | 80,246,572 | 5,245,106 | 2,914,974 ¹ | 1,094,406 ¹ | 2,352,647 ¹ |

¹Includes A. & H.

"What About Socialized Medicine?" He compared medicine in this country, where he stated the "people are now receiving the best grade of medicine of any civilized country" with socialized medicine in foreign nations. He said that wherever socialized medicine has gone down, the quality of medicine has gone down.

Claude V. Cochran, General American Life, Kansas City, gave a sales demonstration addressed to the new men in the business advising them to use simple language and get down to rock bottom. He said agents tend to minimize benefits and magnify costs. He asserted that A. & H. is a lot easier to demonstrate and sell than life insurance and that A. & H. prospects range from 5 to 65 years old and include every member of the family. He commended writing A. & H. on key officers of business firms, citing the need for business life insurance and business A. & H.

Mr. Cochran said he wouldn't represent a life company that didn't have an A. & H. department.

Selling to Business Men

Ralph T. Crissman, B. M. A., Wichita, gave some timely and helpful demonstrations on "Selling A. & H. to Business Men" that he had found would work, including partnership for the small business man and hospitalization for employees. He said that through an opening in writing A. & H. he finds that he can write lots of life insurance.

Then there were "15 minutes of questions and answers" directed by Mr. Hedges. The crowd was divided into round table groups and each group was entitled to ask one question of the "experts." It proved to be a lively session and ran far over the 15 minutes.

Malcolm C. White, Pacific Mutual Life, Oklahoma City, in his closing talk on "Our Selling Job in '49" gave many helpful sales ideas and suggestions. As an example of the need for accident insurance, he cited that Wichita had had 1,856 fires in 1948 compared with 33,179 admissions to hospitals, a ratio of 18 to 1. He said "everybody carries fire insurance—why not hospitalization insurance? Use those figures: Fires, 1,856; hospital admissions, 33,179. They will sell insurance for you." Mr. White passed on 11 sales ideas he had received from the same number of good friends, all leading producers, representing different companies.

Southland Life has appointed Eugene Bunn and Robert Dunn home office supervisors. Both are war veterans and have shown a record of ability as salesmen and instructors.

OASI Extension and Cash Sickness Bills Are Linked

(CONTINUED FROM PAGE 1)

employment compensation disability tax would be federal and federally-collected.

Section 210 bill HR 2893, which was intended to cover states having their own disability laws, and under which arrangements could or might be made for federal or state distribution of temporary disability benefits reads:

"The administrator is authorized to secure the cooperation of appropriate agencies of the United States, or states, or the political sub-divisions of the states, and the cooperation of private medical, dental, hospital, nursing, health, educational, social and welfare groups or organizations, and, where necessary, to enter into working agreements with any of such public or private agencies, organizations or groups, in order that the advice and services of these various agencies, organizations and groups may be utilized in the efficient administration of this title."

Bills have been introduced in the Ohio legislature to permit domestic life insurance companies to invest in obligations of the world bank.

Postal Life of N. Y. Names Shaff, Fein General Agents

Postal Life of New York has designated Mort E. Shaff general agent at Mount Vernon, N. Y. He entered the business in 1929 with Metropolitan Life. Since 1939, he has been general agent of Union Labor Life.

Samuel J. Fein has been appointed general agent at Brooklyn. Mr. Fein's agency background is extensive.

Mr. Fein was at one time superintendent of agencies of the old Independent Life of Nashville and served for a time as manager of John Hancock in Queens, New York City.

UCD Bills in Illinois

Two unemployment compensation disability bills have made their appearance in the Illinois legislature. There is a house bill reportedly backed by Progressive Mine Workers of America and the other is sponsored by Sen. Butler, which it is understood is supported by American Federation of Labor. The system would be administered by Illinois department of labor, there would be a tax of 1½% on both employer and employee.

F. L. A. producers receive rewards for extra effort—Membership in the President's Club, Century Club, App-A-Week Club; Awards for Quality Business, Volume and Largest Average Sized Sale. Also, Prizes and Trips in special campaigns; and a public pat on the back for work well done.

Inquiries invited.

Fidelity
LIFE ASSOCIATION
FULTON, ILLINOIS

Service Bill in Neb.

The judiciary committee of the Nebraska legislature has given approval to a bill sponsored by Insurance Director Stone, to enact the substituted service of process bill that is recommended by National Assn. of Insurance Commissioners as a means of helping to control the mail order insurance situation.

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Harry S. Tressel & Associates
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Failure to Develop Plan for Inducting Graduates May Be Costly, Report Warns

Companies must set up the machinery necessary to recruit, train and supervise recent college graduates for life insurance careers if they are to compete with other industries, according to the report on "Getting Our Share of the Annual College Crop," prepared by L.I.A.M.A.'s relations with universities committee. It offers practical suggestions for building a college recruiting program. It also gives specific examples of what several member companies have done to attract recent graduates.

Here are some points from the report:

Because of generally poor results with men recruited direct from colleges, the business has not taken the trouble to discover whether it could obtain a different result by better selection, training and supervision methods, nor has it kept in touch with campus developments to see whether the college product is better fitted for life insurance than formerly, nor has it considered whether it would be good business from a cost standpoint, to mature its own college graduates rather than take a chance on getting the most desirable men after they have been matured at the expense of other businesses.

Better training and more intelligent handling of college recruits by other businesses will greatly reduce the number of those who, for other than reasons of aptitude, become available to life insurance.

Companies in other lines do not expect their college recruits to be immediately productive. Many companies spend from \$5,000 to \$8,500 on recruits before they begin to expect returns.

Placement officers in colleges say a sales training program to compete with other industries would be designed specifically for college graduates; would provide for their segregation during training; would not stress early production; give general training in needs and sales methods followed by individual training to fit the trainee to his best market; would define class room and field work in detail, since the college man is accustomed to specific assignments; would provide a visible organized training course, requiring the trainee to write an analytical report at regular intervals; would provide a trainer-coach fitted to deal with college men; would be a company affair, not one designed by a local office; would provide evidence of a successful follow-up program, including field coaching, refresher courses, help with personal problems and close supervision.

As for compensation, there would be a guarantee of definite income for a specified period for at least one and perhaps two years, though there is no objection to effort, behavior, or cooperation requirements. A written statement of the compensation plan would be available for study and the plan should provide extra compensation for better than average progress. The minimum salary must be from \$200 to \$250 a month, depending on location and competition from other businesses.

Prefer Personnel Managers

As has been indicated before by L.I.A.M.A. speakers, college officials do not want to deal with sales managers but with a skilled home office personnel man. Where a local manager has established good college contacts it would appear that the reasonable course is for him to keep cultivating good contacts, let the home office take on new contacts and assure him that he will be brought into the picture at the right time on the campuses in his territory if he wants more college men than he has obtained on his own, and if he runs across a good new contact with a university to write the home office and it will follow through, giving him the benefit.

The college contact man should recruit for all jobs which are to be filled

with college graduates, not just for sales jobs. This would result in greatly increased interest from students.

It is vital to build prestige of the companies and the business on the campuses. The idea of selling must be sold. Life insurance courses should be promoted. The business must make friends and believers out of deans, placement and guidance officers and teachers by seeing that interesting information about the business reaches the right people on the campus and by making comprehensive personal presentations to deans and others; making addresses before college classes or other campus groups; getting success stories back to the campus, including sending some highly successful and well-liked recent graduates back to the campus not to recruit or sell but just to visit with the fraternity brothers and former professors or with students who are getting the same professional or career training.

Suggests Some Office Training

Among the possibilities for getting good returns on an investment in college men, the report suggests "growing up" agents in agencies on non-selling jobs by using them as office employees, including a policyholders' service desk, and then apprenticing them to a successful veteran who is interested in helping a new agent get started. Another way is to grow them up in home office jobs while training them for selling. Conditioning through summer jobs in insurance may well begin after the college freshman year but can be successful as late as the summer between junior and senior years.

The report was presented by H. G. Kenagy, vice-president in charge of public service Mutual Benefit Life, who headed the 1947-48 committee. Members of the committee visited many colleges and interviewed placement officers, deans and teachers of insurance. In addition, they drew from their own companies' experiences in recruiting and developing college graduates for life insurance careers.

Cash Sickness Bill Heard

MADISON, WIS.—The hearing held by the house judiciary committee Tuesday on a proposed monopolistic state cash sickness bill drew such a large crowd that it had to be held in the assembly room.

CIO representatives went all out for the bill but AFL was not satisfied with it and indicated that it would favor a compromise between it and the all-private bill. Opposition was voiced by Wisconsin manufacturers Assn., Wisconsin Chamber of Commerce, Robert B. Murphy, Madison attorney, appearing for H. & A. Underwriters Conference, and three or four individual representatives of industry.

E. H. O'Connor, Insurance Economics Society, was the closing speaker, presenting charts showing the results under the Rhode Island law, with which this bill is directly comparable.

It is not considered that the bill has much chance of being reported out of committee.

Actuaries Hold Parley

Guy H. Amerman, actuary of Continental American Life, led a discussion regarding the benefits and costs of reinsurance business at a meeting of Middle Atlantic Actuarial Club at the Acacia home office at Washington.

E. J. Schmuck, general counsel of Acacia Mutual, gave a talk on the 1948 revenue act and life insurance. He urged that care be exercised in the use of the marital deduction so as not to disturb the settlement of small insurance estates which would not be subject to estate taxes.

W. Rulon Williamson gave a talk on

"Central America Discards the ILO Benefit Philosophy in Social Security."

An informal discussion of aviation underwriting was led by Samuel C. Tatton, Jefferson Standard. William Simpson, Acacia, the president, presided.

Penn Mutual Conferences

Penn Mutual is holding a series of five five-day conferences, of general agents, at the home office with 17 attending. Different general agents serve as leaders of roundtable discussions and 16 home office men are also speakers.

Among the subjects discussed are manpower requirements; planning territorial development; recruiting, financing and training new men for better manpower; organized underwriter training; agency meetings as continuous training; the job of supervision; agency money management; the opportunities of a general agency contract; what to do in sales promotion; and the operations department—underwriting and medical.

Sidney Weil Is Feted

Sidney Weil, top man on the President's Club of Mutual Benefit Life, was honored at a luncheon at Cincinnati, sponsored by General Agent James S. Drewry.

Last year marked the fifth time that Mr. Weil's record placed him in the number one position. He joined Mutual Benefit in 1937. He had previously been the owner of the Cincinnati Reds baseball team.

The home office was represented by W. P. Stillman, chairman; Bruce Palmer, vice-president in charge of agencies; Dr. Walter A. Reiter, vice-president and medical director and John J. Magovern, Jr., associate counsel.

Resnick New Haven Aid

Burton B. Resnick has been named assistant general agent and Charles F. O'Neill, Jr., as special agent for Massachusetts Mutual at New Haven. Mr. Resnick, with the company since his graduation from Yale in 1934, has for several years been the agency's leading producer.

Miss. School for Debit Men

District agency problems were studied at the agency management school conducted by L.I.A.M.A. at Edgewater Park, Miss. Forty-seven representatives of seven companies attended the two-week school. In attendance as observers were six members of the combination companies advisory committee on management training.

School director was Lewis W. Chapman, and his aids were Burkett W. Huey, Brice F. McEuen and Lewis F. Youngblood.

N. B. Hughes, National Liberty, Easley, Ala., was elected president of the school.

Trust Council to Elect

Detroit Life Insurance & Trust Council will hold its annual meeting Feb. 28. A skit, "You Planned My Estate—What Now?" will be given by Donald F. Lau, Massachusetts Mutual; Cliff Lundgren, Equitable Society; J. Donald Orth, Manufacturers National Bank, and W. Brace Krag, National Bank of Detroit.

Confer with Field Unit

Home office executives of Pilot Life were hosts to the field advisory committee for their first meeting in 1949. This committee is composed of five representatives who are elected by ballot to serve the field force in cooperation with home office officials. T. K. Knight of Columbia, S. C., is chairman.

Pacific Gas & Electric Co., has adopted a \$50 million group program for its 1,500 employees. The plan is underwritten by Equitable Society and Travelers.

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Who Writes "Out-of-the-Ordinary" Contracts??



When you want to know **QUICKLY — who will write —**

Accident Expense Reimbursement?
Aviation Accident?

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Combination Life and Annuity?
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Diabetics? — (Selected Cases)
Disability Income for Women?
Extended Term on Sub-standard?
Family Group? Term to 65?
Five Year Endowment?

Graded Death Benefits on Sub-standard?
Group on Fraternal Organizations?
Group Permanent? \$10 Disability?
Joint Contracts on 3 lives?
Joint Term Insurance

Juvenile — "Quintupled" at age 21?
Overweights — Ulcer Cases?
Policy Changes, by Contract?
Return Premium Riders?
Single Premium Retirement Annuities?

Short Term Single Premium Endowments?
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And Hundreds of Other Similar Questions

Just turn to

The New 1949 "Who Writes What?"

STANDARD EQUIPMENT IN ALL PROGRESSIVE OFFICES

The New Enlarged—

"Who Writes What?" **1949 Edition (Now Ready)**

Will tell you "at a glance"!

When you want to know what company (or companies) will write something a little "out-of-the-ordinary", what do you do? Such questions can be a time-consuming nuisance if you have to write, wire or "phone around" — **the way it used to be!** Nowadays, however, progressive underwriters just turn to the latest "WHO WRITES WHAT?" and get their answer **easily** and **quickly**.

Don't Search! Write! or Phone!

All sorts of "who-writes-it" questions such as suggested herewith (including hundreds of very bothersome ones) are instantly answered by this unique time-saving reference work. Started in 1942 in response to a nationwide demand, "WHO WRITES WHAT?" has grown steadily and rapidly each year, both in circulation and in scope of subjects covered. Numerous useful additions are included in the new 1949 edition.

Many Important Changes for 1949!

Following the hurried revisions occasioned by the Guertin Laws, most companies have rearranged the coverages offered, "getting into line" on the new basis. Many now offer contracts not previously available. Practically every company has made some important changes. To properly operate under these new conditions, **you must have up to date information!**

To get your answer quickly, merely consult the topical index of the New "WHO WRITES WHAT?" and turn to the indicated page. There you will have in one place the list of companies that write the contract you are looking for — and what they do about it. Don't "hunt around" — just turn to the **New enlarged and improved "WHO WRITES WHAT?"**

The GREAT "Time-and-Trouble-Saver"!

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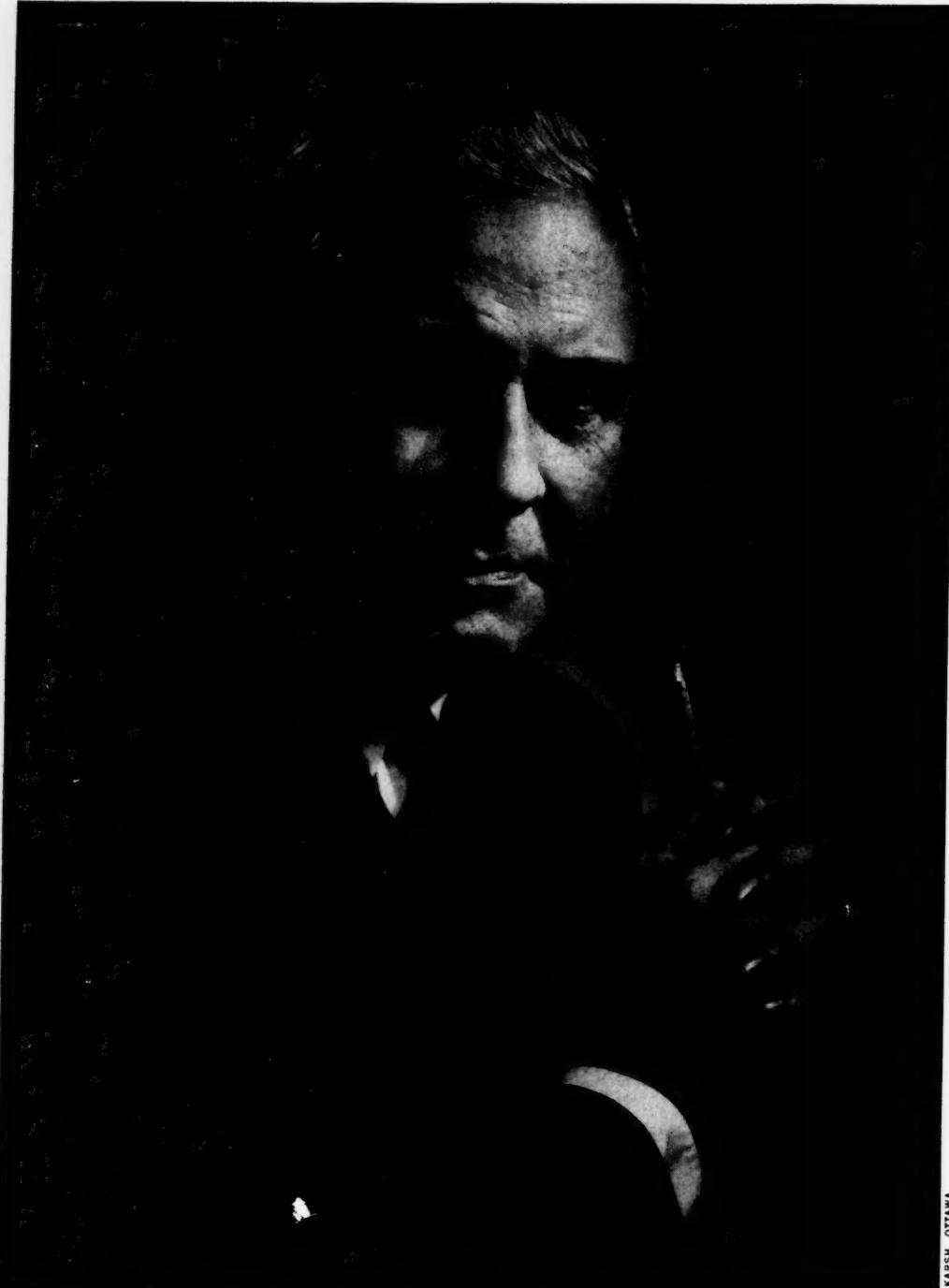
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reason why each year nearly half the life insurance issued by this company goes to those already in the Northwestern Mutual "family."

Have you reviewed your life insurance program within the last two years? You'll find a distinct advantage in calling upon the skill and understanding of an agent of The Northwestern Mutual Life Insurance Company, Milwaukee, Wisconsin.

A statement of interest to every man regardless of his income

by CLOUD WAMPLER

President, Carrier Corporation

"MY very first investment was a life insurance policy. I regarded this as the initial step in an investment program. And today I consider the life insurance which I own to be the cornerstone of my estate.

"The life insurance portion of my investment account is one which requires no supervision from me. More important, the ownership of this insurance has made it possible for me to invest in business enterprises that needed venture capital. And had it not been for my life insurance backlog, I probably would not have taken the risks that these investments involved.

"One more thing. Over the years I have learned that I needed, from the very beginning, highly competent counsel in laying out my insurance program. So I say to any young man who is considering the purchase of life insurance that he should work with someone who has been well trained and knows his business thoroughly."

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